35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 19, 1960

Broadcasters deserve full repeal of Sec. 315, CBS, NBC tell House committee 27

Details of spot costs under new SAG pact are revealed for tv advertisers 30

Station programs now are being monitored by FCC staff on a routine basis 50

CBS News is put under direction of a policy committee headed by Dick Salant 62

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ACTION! DRAMA!

Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

starring
LEE BOWMAN
as Jeff Thompson
with
ROCKY GRAZIANO
as "Rocky"

ALREADY BOUGHT BY

WNEW-TV	New York	KGO-TV	San Francisco
XETV	San Diego	KETV	Omaha
KABC-TV	Los Angeles	WAVY-TV	Norfolk-Portsmouth
WLW-A	Atlanta	KERO-TV	Bakersfield
KVOS-TV	Bellingham	KKTV	Colorado Spgs.-Pueblo
WKBW-TV	Buffalo	WLW-C	Columbus
KTSM-TV	El Paso	KOA-TV	Denver
KID-TV	Idaho Falls	KPRC-TV	Houston
WLW-I	Indianapolis	KSL-TV	Salt Lake City
WCCO-TV	Mnpls.-St. Paul	WDSU-TV	New Orleans
WLBW-TV	Miami	WKRC-TV	Cincinnati
KFYR-TV	Bismarck	KTVK	Phoenix
WFBC-TV	Greenville	WALA-TV	Mobile
WCTV	Tallahassee	WFLA-TV	Tampa
WBRE-TV	Wilkes-Barre	and many others	

CAPTURES THE ADVENTURE, EXCITEMENT AND ROMANCE

Of America's Fabulous Playground! Here is superb television entertainment destined to be the season's most unusual success!

FILMED ON LOCATION IN MIAMI!

Against a background of luxurious hotels, exotic nightclubs . . . interesting people seeking fun and excitement! A gay, carefree resort that must be kept free of undesirable guests, embarrassing scandal, crime of any sort!

United Artists

ZIV

Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.
Produced by SCHENCK-KOCH ENTERPRISES, INC.

COMMAND PERFORMANCE
IN BIG AGGIE LAND

Big Aggie—the kindly queen of 2¼-million listeners—surrounds herself with stars to entertain her subjects. Such personalities as Jack Bruce, Norm Hilson, Ed Nelson, Tom Edwards and Bob Miller cater to the musical tastes andfancies of the WNAX-570's five state audience. Add to this array of musical ambassadors, the complete services of the WNAX Farm Department and the WNAX News Department, and you know why Big Aggie rates royally in the Midwest.

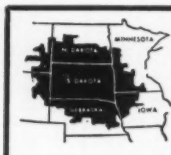
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa **Yankton, South Dakota**

Represented by Katz

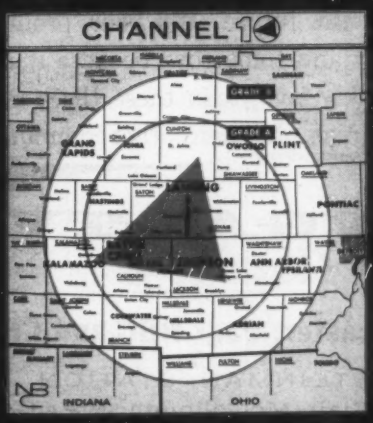


PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus–Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

ONE SHOT TAKES ALL THREE

Tap all three barrel-sized markets in Central Michigan—Grade A coverage of an area ranking 11th in retail sales, 26th** in TV households. Let Venard, Rintoul & McConnell, Inc. roll out the facts.*



WILX

TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS—Lansing / WPON—Pontiac

ILLINOIS BELL TELEPHONE COMPANY

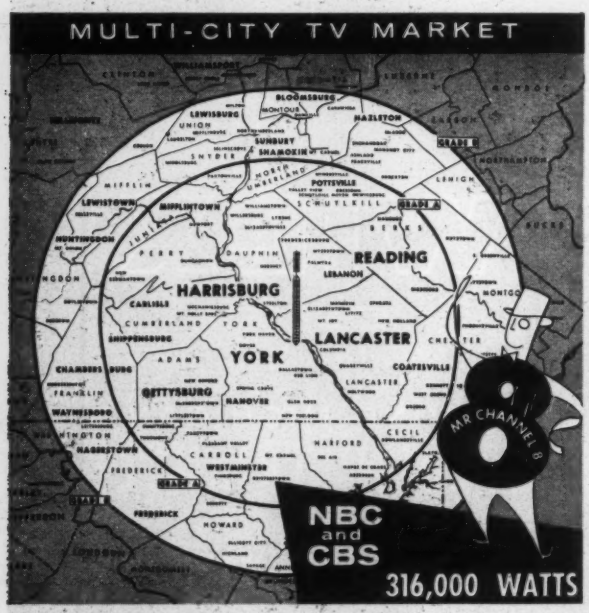
tomorrow's selling is here today

EMERGENCY PHONE CENTER
New 32' long communications bus stands ready to roll to site of any major news event. Center has 15 phones, 10 mobile radio-TV channels, public address system, 2 power plants, and roof platform for photographers.

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.



WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Chairman's guide

New Democratic FCC chairman, whoever he may be, will have available specially prepared status portfolio of pending policy matters and indicated solutions, prepared under direction of incumbent Republican Chairman Fred Ford. In process for past three weeks, detailed report includes explanation of problems by division chiefs and department heads, and was developed in keeping with the "whole spirit of the change-over."

NBC-TV's option

NBC-TV has picked 8:30-11 p.m. EST as its new evening option-time base—same as CBS-TV and ABC-TV, except that CBS-TV's advances to 8-10:30 on Saturday and Sunday (BROADCASTING, Dec. 12). In other day-parts NBC-TV's EST affiliates will have 10:30 a.m. to 1 p.m. and 2:30-5 p.m. as network option time Monday through Friday and 10-12:30 p.m. and 3:30-6 p.m. on Saturday and Sunday. As usual there's some variation among time zones. NBC officials hoped to get contract amendments incorporating new hours in mail to affiliates over past weekend. Changes at all networks, shortening option time in each daypart by one half-hour, become effective Jan. 1, also effective date of FCC rule requiring them.

Inside story

Despite news reports, Dr. Frank Stanton's 45-minute session with President-elect Kennedy last Thursday (story page 28) had little to do with USIA and who should head it. Fact is that there had been strained feelings growing out of incidents associated with network's coverage of preconvention campaign for Democratic nomination and election campaign, too. Dr. Stanton sought session which reportedly proved most amicable. There was no discussion of administration post for Dr. Stanton.

Petry addition

KVOO-TV Tulsa has appointed Edward Petry & Co. as exclusive national representative, effective Jan. 1. Station, headed by Harold C. Stuart, whose appointment as Secretary of Air Force is regarded imminent, is on ch. 2, with full power of 100 kw. Mr. Stuart recently announced appointment of John Devine, station manager, as general manager, succeeding C. B. (Brownie) Akers, resigned. Sister station, KVOO-AM, has been represented by Petry.

Chairmanship sweepstakes

Sen. J. Allen Frear Jr. (D-Del.) who lost to his GOP opponent by razor-edge vote, is being strongly supported by Democratic colleagues for FCC vacancy and for chairmanship too. Sen. Frear, 57, has been formidable behind-scenes worker and is regarded as good friend of broadcasters with more than casual knowledge of communications. He served two six-year terms and lost out because of eleventh-hour switch in labor support.

Commissioner John S. Cross, Arkansas Democrat, has let it be known that he will accept chairmanship if offered. Others previously mentioned: Commissioner Robert T. Bartley, who still may get sub-cabinet post; Commissioner T. A. M. Craven, who isn't candidate but is being urged for interim chairmanship, and Seattle attorney and former special counsel of Senate Commerce Committee Kenneth A. Cox. Also mentioned if more than one vacancy develops through shift of Commissioner Bartley is Reggie Schuebel, New York vice president of Guild, Bascom & Bonfigli, San Francisco agency which handled Democratic national campaign. She is veteran specialist in radio-tv agency work and has been active in last two presidential campaigns.

No damage

How would station brokers fare under FCC proposal to require broadcasters to hold onto their properties for at least three years before commission would approve sale (BROADCASTING, Dec. 12)? One broker did quick check of business this past year, discovered that 95% of his dollar volume came from station transactions involving broadcasters who owned stations for more than three years. So feeling is regulation won't affect him badly, although he opposes move on principle.

Shapp to State?

Expected to show up in Washington in important administration post (not FCC), is Milton J. Shapp, president of Jerrold Electronics and pioneer in catv development. Mr. Shapp was ardent supporter of Senator Kennedy, had purchased full pages displays in New York newspapers espousing Kennedy election. He spent in excess of $50,000 in campaign. Mr. Shapp's interest is in international affairs and relief. It wouldn't surprise associates to find him in State Department, in ambassadorial post, or in External Welfare activities.

Lecture towns

Both NBC and CBS expect to get lot of extra mileage from their foreign correspondents this year-end. Bringing them home for annual news wrapups (CBS-TV: *Years of Crisis,* Dec. 29, 10-11 p.m. EST; NBC-TV: *Projection '61,* Dec. 30, 9-10 p.m.), they've scheduled their respective teams for major personal appearances more widely than ever before. CBS news team is set for forums in New York (Dec. 30), Dallas (Jan. 3), Los Angeles (Jan. 5), San Francisco (Jan. 6) and Chicago and Washington (dates not yet firm). NBC group will conduct similar forums in Boston (Jan. 4), Philadelphia (Jan. 5), Detroit (Jan. 9), New York (Jan. 10) and Chicago (Jan. 13). ABC correspondents, not coming in for special news wrapup, will forego chicken-and-peas circuit.

Efficiency expert

Fledgling—and outgoing—FCC Commissioner Charles H. King has several ideas about how agency could improve its service to public and broadcasters and has prevailed upon fellow commissioners to accept at least one. In past, commission has acted on uncontested initial decisions by examiners. Commissioner King maintains, through numerous dissents, that this is waste of manpower, time and money. As consequence, FCC plans to do away with procedural step of "granting" uncontested initial decisions through administrative action. It was felt no rulemaking is required to incorporate this procedure.

Not ready

Florida Gov. LeRoy Collins, who takes over NAB presidency next month, turned down invitation to speak for broadcasters before House Campaign Expenditures committee last week, explaining he's too tied up with state's affairs and adding he'd be glad to do so on future date. But committee closes its record with last week's hearings (page 27). Invitation was sent to Gov. Collins at NAB's Washington headquarters, which suggested it be forwarded to governor at Tallahassee.

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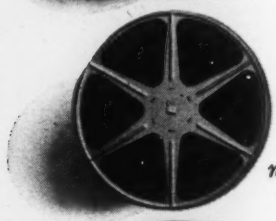
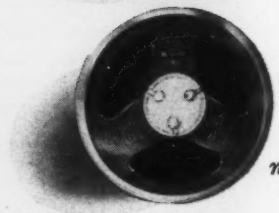
news



newsfilm

newspictures



newstapes

everything for news for the air

UPI **United Press International**

1 *upi news produces*

WEEK IN BRIEF

Backed by the happy results of the suspension of Sec. 315 during the presidential campaign, NBC and CBS ask House campaign group to support move to erase equal-time pact. ABC suggests it be suspended in campaign years. See . . .

FULL SEC. 315 REPEAL ASKED ... 27

Screen Actors Guild, voicing its pleasure at terms of new contract negotiated for commercials, sends summary of details to its 14,000 members. They have until Jan. 16 to vote. Film and tape rates said to be equalized. See . . .

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It's now routine at FCC to conduct depth investigations of radio station programming, including monitoring and taping of programs. Additional funds are provided for checkups by field engineering-monitoring unit. See . . .

BIG BROTHER IS WATCHING ... 50

A troublesome problem at CBS News has been the loss of prestige to NBC plus the inter-divisional squabbling over the scheduling of information programs. Salant named operating chairman of new policy direction group. See . . .

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Audiences are responding well to public affairs programming, according to three network advertisers. Gulf, Bell & Howell and General Electric see increased sales and public reaction to programming of this type. See . . .

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Dr. Frank Stanton, CBS Inc. president, is first network official to confer with next President. Announced topic: U. S. Information Agency. Network newsmen cover Sen. Kennedy's home from two row houses across street in Georgetown. See . . .

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First seasonal reports on new network tv shows indicate number of casualties may be lighter than a year ago. Four programs have been erased. Changes in schedules are under way as the autumn season nears a close. See . . .

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Fashions are a natural for television, in the opinion of WNBC-TV New York. Its efforts to line up major retailers in the area are starting to show results as four of them take part in its **Family** daily morning program. See . . .

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Baseball's hot stove league is having one of its busiest year-ends as the American League adds two clubs. It looks as if next year's radio-tv billings for game coverage may be heading to an alltime record for broadcasters. See . . .

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AT&T has some space trickery up its sleeve and would like a go-ahead from the FCC to institute commercial satellite service. Long-range study of space problems made by Brookings Institution points to difficulties ahead. See . . .

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Minnesota Mining & Mfg. Co. and Warner-Lambert Pharmaceutical Co. are anxious to merge. But they're holding up their plans pending a study by the Dept. of Justice and now hopefully await official federal policy. See . . .

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BROADCASTING

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QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND

QUALITY IN ART IS PORTRAYED BY THIS EIGHTEENTH CENTURY PORCELAIN GROUP, REPRESENTING THE JUDGMENT OF PARIS. MADE IN THE MEISSEN FACTORY, GERMANY, IT IS PART OF THE FABULOUS J. PIERPONT MORGAN COLLECTION WHICH MAY BE SEEN AT THE WADSWORTH ATHENEUM, HARTFORD'S ART MUSEUM.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC TV.

OH YES, WTIC TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

OVERSIGHT REPORT

Final staff recommendations, criticism of agencies mild

Lame-duck House Legislative Oversight Subcommittee met in Washington Friday (Dec. 16) to work on final official act—windup report and recommendations to full House. Committee, chaired by Rep. Oren Harris (D-Ark.), ceases to exist on day Congress reconvenes—Jan. 3. Report is due that date and second meeting is scheduled Jan. 2.

At Friday's session, committee pored over 200-plus-page staff document which is mild in its recommendations and criticisms of FCC and other agencies. Staff report, due for public release late this week, does hit agencies for lack of long-range planning for future. Cited is need for direction in space allocations. Final committee recommendations, it was reported, also will be much milder than many Oversight proposals of past.

Staff document also points up need for clearly-defined national policy with respect to all federal regulatory agencies. While it does not say so, feeling is that initiative in this respect should be taken by White House and that most of guidance can be given administratively without need for legislation. Report also recommends further congressional hearings on network regulation and/or licensing without specifying form such regulation should take.

Survey on rating services, being made independently for subcommittee by American Statistical Assn., is not due until mid-January. Study is based on statistical validity of ratings and methods used in surveys and does not cover accuracy or truth of ratings. Many complaints, however, have been received by subcommittee from radio stations that ratings cause downgrading in program service.

Radio-tv cover N. Y. air crash disaster

Network and local radio-tv news teams Friday morning (Dec. 16) sped to crash scenes in New York where mid-air collision of United Airlines' DC-8 jet liner and TWA Constellation took estimated 128 lives. Eyewitness reports were on air minutes after planes plunged to ground and spread wreckage and fire in residential area of Brooklyn and on Staten Island.

ABC Radio and ABC-TV aired 11 bulletins between 10:55 a.m.-12:30 p.m. with reports broadcast from then on from crash units on scene. Tv news film reports started at 2:15 p.m. while WABC New York aired 25-minute documentary at 6 p.m. as part of station's "first person news" policy.

CBS-TV's special coverage was climaxed with film and tape report on Firestone Tire & Rubber Co.'s *Eyewitness to History* series (10:30-11 p.m.), which scrapped plans for scheduled report on President-elect John Kennedy's new cabinet. In addition to scores of bulletins, CBS-TV carried quarter-hour report at 1 p.m., half-hour follow-up at 2 p.m. and another half-hour special at 5 p.m. CBS Radio's daytime and nighttime news shows featured eyewitness accounts.

'Hot Line' Busy ▪ NBC Radio and NBC-TV had 30-man team split among two crash sites. Equipment included two mobile radio units, six film cameras and one live mobile tv unit. Special programs, aside from bulletins which began at 10:45 a.m., included quarter-hour show at 5 p.m. and half-hour show at 8 p.m. NBC Radio carried roundups approximately every seven minutes, lasting from six to seven minutes each during early afternoon hours. Network's "hot-line" signal system to affiliates was kept busy throughout day. Extended reports were aired at 4:35 p.m. and 6:10 p.m. All *News on the Hour* programs concentrated on disaster news.

Mutual began bulletins at 11 a.m. Six network newsmen in field worked in cooperation with WOR New York newsmen. Special 25-minute show at 3:35 p.m. featured interview with chaplain who was with one survivor of plane crashes (Stephen Baltz, 11, identified as son of W. S. Baltz, vice president and general counsel of Admiral Radio Corp., who was not aboard plane).

WNTA-TV New York picked up CBS-TV five-minute reports on hourly basis. WNTA (AM) aired feeds from station newsman aboard UPI helicopter flying over crash scenes. WNEW New York kicked off radio fund drive to aid crash victims with $1,000 donation at 6 p.m. Friday. WNEW said it fed some 100 other stations in other parts of U. S. during day.

Let it snow

No matter what else they thought of snowstorm that crippled much of eastern U. S. last week, television advertisers had one reason to be thankful: As usual when people can't get away from home (or have excuse not to), tv audiences were bigger than normal. Nielsen's Instant Audimeter showed prime-time sets-in-use in New York zoomed. On Sunday night (Dec. 11), shortly after storm struck, homes using tv were up 6.7% from preceding week; Monday night they were up 28.7%, and Tuesday night, after city had begun to dig out, were still up 18.5%.

Networks planning inaugural pickups

As networks draw near wire on inaugural coverage, it's apparent they have more salable commodity than four years ago. Number of active prospects were looking at coverage availabilities at end of last week and while only two had signed dotted line, that pair alone represented better than 100% improvement over 1957.

CBS-TV sold 45-minute pickup from inaugural ball to Hanes Hosiery Inc. (placing order through J. R. Flanagan Adv. Agency, N. Y.). Earlier Purex (through Edward H. Weiss Co., Chicago) had bought NBC-TV's entire inauguration day package (BROADCASTING, Dec. 5).

Report circulated last week that Ford Motor was interested in inaugural sponsorship, but this could not be substantiated.

Networks are going ahead with plans to throw unprecedented resources into Jan. 20 job. ABC Radio and ABC-TV have appointed John Rolfson and Bill Shadel respectively as anchormen on job. ABC-TV is spotting 22 cameras along parade route and will cover ball inaugural night. CBS News will begin its Washington coverage at 8 a.m. with Edward R. Murrow on inaugural platform as in years past. Mutual is making special plans, assigning upward of 30 men to Washington.

NBC Radio is planning extensive job beginning at 9:30 a.m., utilizing dozen men at Capitol and others along parade route and Kennedy Georgetown home. Russ Tournabene is producer. NBC-TV will do 5-6 hour job, featuring Chet Huntley-David Brinkley team. Purex order for commercial portions of day was placed before election and must have cost client upward of $250,000 for time and production, according to estimate made by outside source.

In 1957 seven networks estimated pre-emption losses exceeded $380,000

more AT DEADLINE page 10

WEEK'S HEADLINERS

Wilson A. Shelton, senior vice president and director of all creative services at Compton Adv., N. Y., elected executive vp of agency. Mr. Shelton joined Compton in 1956 as vp and assistant creative director. In April 1959 he became creative director and senior vp. He was prime mover in establishing integrated group system in Compton's creative department. Earlier Mr. Shelton had been senior vp and creative director of Biow Co., N. Y.; vp of Dancer-Fitzgerald-Sample, N. Y., and vp and group head at Kenyon & Eckhardt, N. Y.

Harmon O. (Ham) Nelson, formerly broadcast director, Fuller & Smith & Ross, Los Angeles, joins MacManus, John & Adams, that city, as broadcast director—western division. Mr. Nelson had previously worked in various phases of radio-tv at Young & Rubicam, C. J. La Roche, Williams & Cleary and Kenyon & Eckhardt. He was broadcast director of Stromberger, LaVene & McKenzie prior to merger of this agency with Fuller & Smith & Ross.

Sidney M. Robards, director of press relations for RCA since 1957, promoted to director of public affairs for company. Mr. Robards has been with RCA since 1938 and from 1947-57 served as manager of information department. In his new post, Mr. Robards will have overall responsibility for corporate press relations, editorial and publication services, product news and field relations and presentations and exhibits.

Kendrick R. Wilson Jr. elected chairman of board and chief executive officer of Avco Corp., succeeding Victor Emanuel, who headed company for 22 years until his death Nov. 26. Mr. Wilson joined Avco as vp in 1950 and was named president in 1957. Earlier he had been associated with Lehman Bros. and U. S. Trust Co. Since 1955 he has been member of both board of directors and executive committee. **James R. Kerr,** Avco executive vp in charge of defense and industrial products group, becomes firm president, while **Col. Earl H. Blaik** moves up to chairman of executive committee. Avco Corp. owns Crosley Broadcasting Corp., licensee of WLW (AM) and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio; WLWA (TV) Atlanta, Ga., and WLWI (TV) Indianapolis.

For other personnel changes of the week see FATES & FORTUNES

AT DEADLINE continued

for inaugural coverage. Only sale then was Maybelline sponsorship of ball pickup on CBS-TV.

Tavern cannot 'bootleg' sports tv, court rules

Telecasts of professional football games cannot be "bootlegged"—not even by taverns—when there are agreements setting up geographical limits to such coverage.

That was import of injunction signed Friday (Dec. 16) by Judge John Grimshaw of Superior Court of New Jersey against Circle Bar & Grill Inc., Wayne, N. J., on complaint of CBS and New York Giants football team. CBS said injunction established "legal precedent" in that it recognized property rights in tv broadcast which contains no material protected by statutory copyright.

Circle Bar & Grill installed special tv equipment, complaint said, and picked up Nov. 20 game of Giants and Philadelphia Eagles from New York and Giants-Eagles contest in Philadelphia on Nov. 27. Tavern patrons had to pay admission charge to watch telecasts, complaint noted. It further pointed out that CBS and Giants have agreement that games may not be broadcast into area within 75 miles of city where such game is played and charged that Circle Bar & Grill caused agreement to be violated.

Landis agencies report to Kennedy due tomorrow

Recommendations to President-elect on organization and administration of federal regulatory agencies are due to be submitted by James M. Landis to Sen. Kennedy tomorrow (Dec. 20), it was learned Friday.

Report, originally due Dec. 15, contains specific recommendations for FCC and other independent agencies, it's understood, although no details have been divulged. This is switch from original intent which was to submit generalized document on philosophy and organization of agencies. Mr. Landis, former New Deal administrator and Harvard Law School dean now in private practice, was appointed to survey operation of regulatory offices for incoming administration last month (BROADCASTING, Nov. 21).

Fisher favored by FCC for Portland ch. 2

FCC Friday (Dec. 16) announced staff has been instructed to prepare document to grant ch. 2 Portland, Ore., to Fisher Broadcasting Co. and deny competing application of Tribune Publishing Co. Action went along with December 1959 initial decision.

Principal owner is O. D. Fisher and family (60%), who own KOMO-AM-TV Seattle. Losing applicant publishes *Tacoma News-Tribune* and owns KTNT-TV Tacoma.

Also Friday, Hearing Examiner Elizabeth C. Smith issued initial decision recommending grant of ch. 13 Panama City, Fla., to Bay Video Inc. Competing applicant TBC Inc. (T. H. Chapman Jr. and associates) dismissed application. Bay Video principals hold interlocking ownerships in WALA-AM-TV Mobile, Ala. (W. B. Pape, Frank H. Pape) and in WPCF Panama City, Fla. (C. D. Lewis and E. L. DuKate).

In second initial decision Friday, Examiner Herbert Sharfman recommended affirming Feb. 17 transfer of WJPB-TV Weston, W. Va., by J. P. Beacom to Thomas P. Johnson, George W. Eby and Mr. Beacom. Examiner proposed to deny protest filed by WBOY-TV Clarksburg, W. Va.

Sportscasters' fees up

Network television sportscasters who will be calling play-by-play on major football bowl games within next few weeks have reason for rejoicing. It is understood that under new contract agreed upon (but not signed) by tv networks and American Federation of Television & Radio Artists, sportscasters will receive substantial boosts in fees, retroactive to cover holiday bowl games. Fees also apply to pro championship, World Series and championship boxing events. Sportscasters' fee per game will go up from present $275 to $400 (up 45%), while assistant sportscasters' fees rise from $175 to $250 (up 43%). Network rates in other program areas are not expected to rise so sharply (BROADCASTING, Dec. 12).

Business briefly...

Chock Full O'Nuts Corp., N. Y., will sponsor Guy Lombardo Orchestra in live CBS-TV telecast from Roosevelt Hotel, N. Y., New Year's Eve, 11:15 p.m.-12:15 a.m. EST. Program will be in 25 markets where advertiser's coffee is sold and will be largest live network tv show yet purchased by firm. Grey Adv., N. Y. is agency.

Nestle Co. (through McCann-Erickson) has bought *Roy Rogers Show* weekly on CBS-TV, Saturday 11:30 a.m.-noon, beginning Jan. 7. Western dramas will be "selected rebroadcasts," network said.

part of the profile of a great radio station . . .

MORE WFBR LISTENERS OWN NEWER AUTOMOBILES

In the WFBR audience, there are proportionately 20% more car owners of 1956 or newer model cars than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

wapi makes the headlines

The experienced, alert and aggressive news department which makes WAPI the South's leading radio news media not only *covers* the news for its listeners superbly, but it *makes* news by its very coverage of that news. Here is a case (a page one case!) in point.

When word came that Hurricane Donna might hit Alabama WAPI's News Department went into action. News Director Clancy Lake literally flew into the eye of the hurricane to cover the story for WAPI listeners. Aboard a U. S. Navy hurricane hunter plane he flew for ten hours into the actual "eye" of Hurricane Donna and was the *only* radio reporter to give the exclusive inside story of the storm from inside the storm itself.

One of the great newspapers of the South, the Birmingham News, recognized what WAPI proudly says about its crack news operation: That in its thorough and exciting coverage of the news, WAPI's News Department makes news itself. The Birmingham News carried Clancy Lake's story from inside Hurricane Donna as a page one feature, under Clancy Lake's by-line, and demonstrated once again the truth that, "WAPI not only *covers* the news; it *makes* news."

There is no substitute for experience, initiative, alertness and even personal courage in a great radio news operation. Those are the qualities WAPI News possesses. That is why WAPI News has such impact and authority in the rich Birmingham market.

wapi

50,000 WATTS *5000 Nights

BIRMINGHAM, ALABAMA

Represented nationally by Henry I. Christal Company, Inc.

Alabama's FAMILY Newspaper

The Birmingham News

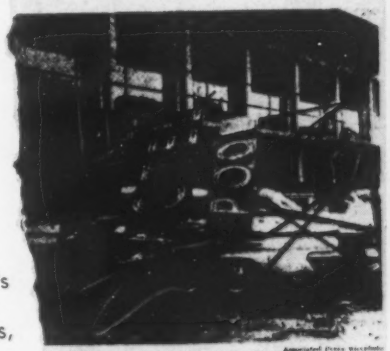
WET CLOUDS
ALABAMA AND MISSISSIPPI—Considerable cloudiness with scattered showers and thunder-showers through Sunday night. High Sunday in the 80s. Rainfall as of 6-7 this Sunday night.
*Furnished by U. S. Weather Bureau

73RD YEAR—NO. 161 | 194 Pages, 8 Sections | BIRMINGHAM, ALA., SUNDAY, SEPTEMBER 11, 1960 | Section A ★★★ | PRICE: 20 CENTS

At least four dead in Florida—

Donna u... toward Tampa

...BRAHAM'S BAY IN THE BAHA...
...Small town on Mayaguana



...CANE WINDS TOPPLED MOTEL SIGN IN MIAMI
...shed off the roof Friday night, sign fell on car in lot

Aboard hurricane hunter—

Reporter looks Donna in eye, sees a terror

BY CLANCY LAKE

JACKSONVILLE, Fla., Sept. 10 — Hurricane Donna's no lady — she's a screaming, unpredictable vixen. She's a kaleidoscope of wind, rain, spiraling clouds, sunlight, terror and gentleness.

I know because I met her Saturday. I flew into the hurricane's eye 800 feet above the water. It was like riding a Brahman bull out of a rodeo chute.

I began to wonder if I had done the right thing when I hitched a ride aboard a Navy hurricane hunter. My doubts intensified as the big Super Constellation roared closer to the eye.

COCONUT PALMS BOWED BE...
... Hurricane hauled used f...

Eye-witness

Clancy Lake, WAPI-WAPI-TV news director and former Birmingham News staffer, flew into the eye of hurricane Donna Saturday. He has written a vivid description of how Donna looked from the inside as she raked Florida's coastline. The hurricane swept the Florida coast leaving behind death and destruction.

...for Kasavubu—

...e-fire ordered ...ongo's bloody war

The Congo, Sept. 10—(AP)—A cease-fire was ordered Saturday ...y civil war. It came amid fast moving—although still cloudy ...ots on the crisis-rippled African nation.
...n said the cease-fire directive was issued by the Congolese army ...the United Nations. The action was seen as a victory both for th...

UN command and Congo President Joseph Kasavubu, who apparently has won the support of the unruly Congolese army from Premier Patrice Lumumba.

If signed the order will wrest Lumumba's military command from him and transfer it to command lines in Kasai and Katanga provinces.

New government formed

LEOPOLDVILLE HAS proposed to resolve the Congo's problems by turning over to the UN forces the responsibility for keeping order and by calling for talks with dissident leaders of the breakaway provinces.

On a message to UN headquarters in New York Saturday Kasavubu said a new Congo government had been formed excluding Lumumba. Kasavubu earlier had named Joseph Ileo as new premier.

In his UN request to end Justin Bomboko had been named foreign minister and Albert Kalondji, one of the assassinated leaders of the anti-Lumumba forces, minister of interior.

(In a telephone interview with South African newspapers in Durban and Johannesburg, Kasavubu reported as saying he had dismissed Lumumba because of atrocities committed in Kasai Province by Central Government forces. The report quoted him as saying he also had dismissed five of Lumumba's ministers "because they are Communists.")

The United Nations announced the Congolese army order after agreeing up cash to meet long-delayed payrolls for the restless garrison Camp Leopold II in the capital.

Military change opposed

IT WAS ASSUMED similarities are being issued by Kasavubu's Premier Moise Tshombe of Katanga, a Kasai Baluba chieftain. The two are Lumumba's opposition rivals. A report of a clash between Congolese troops and Katanga soldiers with two dead near the Kivu-Katanga border, however, sent a patrol of UN Irish troops to investigate.

A change in the military structure in the capital was opposed even before announcement of the cease-fire order.

A UN spokesman said a three supervision operation will be out ing Sunday on the borders between Roman Province and the provinces of Kasai and Kivu. Its command center will be in Leopoldville, Kalonge's capital.

The UN action came shortly after Lumumba, whose position as premier is in dispute, said some of those who are in danger of the

Some Alabama Demos predict very light vote

BY HUGH SPARROW
News staff writer

MONTGOMERY, Ala., Sept. 10—The Kennedy campaign appears to be catching on very slowly, if at all, in North Alabama counties where the bulk of Alabama votes are cast.

Nine voting counties in the Seventh and Eighth Congressional Districts the past three weeks the reporter carefully checked the outlook.

Light vote predicted

SURPRISINGLY, in conversation with county officials who usually know the score on political matters, the answers were almost complete duplicates.

These officials, Democrats, do not dare to bet as to predict a decisive win for the Democratic nominee. But they do insist the vote "is going to be very light."

When the ask "how light?" they shake their heads and say they cannot give a figure.

The vote is going to be light.
Turn to Page 16, Column 5

Begins at 3 a.m.

OUR RENDEZVOUS with Donna began in the 3 a.m. blackness of Jacksonville Naval Air Station as I followed 21 crewmen aboard the Constellation—an $8 million flying laboratory.

The crew's job was to look the hurricane squarely in the eye to give early warnings of its intensity.

Navy Cmdr. Adam L. Wamsley of Elmhurst, N. Y., headed the plane's seven-man flight. A short time later, we approached the hurricane's main winds.

Cmdr. Wamsley "strolled" the Constellation around the winds and electronic experts gleaned all the more of data, wires and radar scopes and told the outer winds were blowing at 75 miles an hour.

Just as dawn was breaking the commander dropped the plane to 800 feet and turned the nose toward the hurricane's eye. The winds increased to 100 miles an hour.

Wall of winds

THE CONSTELLATION bucked and lurched as it plowed upward
Turn to Page 16, Column 1

TODAY'S CHUCKLE

IN MARRIAGE, as odo *bestseller is bound.©*

In Alabama Conference—

Methodis... on pulpi...

BY CLAUDE KEATO...

Many of the largest Methodist churc... have new pastors next week if unofficia... today by Bishop Bachman G. Hodge...

Late Saturday afternoon Bishop Ho... to consult with each of the ministers t... be assigned to the conferen... Church, vacated by Dr. Pearl H... bishop of the C...

Assignmen...

IT IS EXPECTED ... Franklin, pastor ... First Church in G... 12 years as ... in the Birmingham ...

Expected to succeed ... at Gadsden ... Presbyterian who has ... Trinity Methodist ... Homewood for the past ... successor to Dr. ... Trinity is expected ... Edwin Kincaid, ... superintendent of the ... Jasper District for ... years. Dr. Kincaid ... posted to be succeed ... District by Dr. T. ... who has been ... of the Huntsville Dist... past two years.

Successor to Dr. E... Huntsville District is ... Dr. Duncan Hunt... early pastor of the ... City First Methodist ... is expected to be ... the Rev. W. H. Stuart, presently pastor of Walker Memorial Church in Birmingham.

More changes...

THE REV. C. L. FREDERICK ...

X15 nears speed record

EDWARDS AIR FORCE BASE, Calif., Sept. 10—(AP)—Flying higher than the 120 "spy plane" and nearly three times as fast, the X15 Saturday rocketed through the barriers it must make to re-enter the atmosphere safely from the fringes of space.

Maj. Robert White pushed the plane to 59,000 feet, turned over and on the way down hit a speed of 2,113 miles an hour.

He made an attempt to break his own altitude record of 136,000 feet, set in the X15 last Aug. 12. He came close, however, to the speed record of 2,105 miles an hour set Aug. 4 in the same plane by Joe Walker of the National Aeronautics and Space Administration.

White's mission was to learn how the experimental craft will handle when it glides back to earth from flights 50 to 100 miles high.

Scottish bank robbed

EDINBURGH, Scotland, Sept. 10—(AP)—A man sauntered into a branch bank here Saturday, shot up startled employes and customers and escaped on foot again with about $800 pounds ($11,200) in cash.

★ ★ ★ ★ ★

If Sumter hits oil, 12 counties may have stake

BY HUGH W. SPARROW
News staff writer

MONTGOMERY, Ala., Sept. 10 — Apparently there's much more than answers at first glance to current efforts to strike oil and gas in Sumter County.

For one thing, it could turn out that folks in at least a dozen Alabama counties have a stake in the matter. Sumter is open up an entirely new—and reportedly promising — field in Alabama.

Southern Natural Gas is behind the big operation. The result is now down to a depth of 7000 feet—the last 1000 to 2000 feet of it dug through ever-tough limestone and shale formations.

According to word from Sumter County folks in close touch with the situation, drilling will continue to at least 10,000 feet and probably more if necessary.

Others could follow

THE WELL BEING DUG ... the northwest tip of Sumter County — half a mile from Pickens County and half a mile from the Mississippi border—is an exploratory well.

If oil or gas is found it could mean other wells would follow. On the other hand, if no oil or gas is found it would not necessarily mean the end of the quest for black gold in Central Alabama.

Informed sources say also that discovery of a pay grade of oil, or oil in commercial quantities, would be a great deterrent to further well digging then a mile instead of a mile on the tilted try.

Sumter and Pickens County landowners were so happy to see a big company willing to develop the area's oil and gas prospects they cooperated fully with Southern Natural in signing workable leases.

James thinks it's there

FURTHER DEVELOPMENT and heavy attempts to dig for oil and gas apparently could be stimulated considerably by a continuation of the spirit of cooperation, according to owners in Allendale, natural town in the exploratory well.

For several years Tracy Chief Walter B. James has

Alabama dateliners—

Impeachment trial appears unlikely

ASHVILLE, Sept. 10—Impeachment proceedings against five officials of Springville apparently will go no further than the recommendation stage.

St. Clair Circuit Sol George Hodges said here Saturday he had not been directed to file impeachment proceedings against Mayor Ralph Windham and Councilmen Marcus Pearson, W. H. Nolen, J. W. Walker and W. R. King.

Impeachment of the men was recommended by a special la...

Windham on two counts of embezzlement and one charge of obtaining money by false pretenses. He posted $500 bond on each count.

Small cruiser

WAKR
20th Anniversary
Year After Year
1ST IN AKRON
Here's Why...
Programmed for the whole family 24 hrs. a day
1ST IN NEWS
5 Full Time Local Newsmen
Flying News Patrol
4 Mobile News Units
AP, AP State, UP, Radio, Press, ABC
1ST IN MUSIC
Akron's Seven Favorite DJ's
HAPPY Music Selected For All Ages
Music Programmed to the Time of Day
1ST IN SPORTS
Play by Play Ohio State Football, Cleveland Indians, Local High School and College Events . . .
Complete Sports Dept.
1ST IN Community Service
20 Years of continuous Public Service Programs designed to fit the needs of the Akron Area.
1ST IN RATINGS
First in Hooper*
First in Pulse**
First in ADULTS, TEENS, KIDS
WAKR RADIO TV
853 Copley Rd., Akron 20, Ohio
National Rep: Daren F. McGavren, Inc.
New York Detroit Hollywood
Chicago St. Louis San Francisco
*Hooper—July-Aug. 1960
**Pulse—July 1960 Metro Area Audience Comp.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 19—**Broadcasting Executives Club of New England** annual Christmas party. Grand Ballroom, Sheraton-Plaza Hotel, Boston, 5 p.m.

Dec. 30—Deadline for reply comments on **FCC's** proposal regarding assignment of vhf channels at less than present minimum mileage separations. Docket 13,340.

Dec. 31—Deadline for entries in first **International Broadcast Awards** competition of Hollywood Advertising Club.

Dec. 31—Deadline for submitting nominations for the **Alfred I. duPont Awards.** The categories are: a large station for outstanding programming; a small station for similar excellence, and an outstanding news commentator. Awards are for radio or tv. Submit entries to Prof. O. W. Riegel, head of the Dept. of Journalism and Communications, Washington and Lee U., Lexington, Va.

JANUARY 1961

Jan. 6—Comments due on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and make other changes to bring this about.

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. **W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.**

*Jan. 9—**Eastern Regional Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, Tv Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Statler-Hilton Hotel, Washington, D. C.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

Jan. 13—**New York Chapter, Academy of Television Arts & Sciences "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.**

*Jan. 16—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

*Jan. 16—Comments due on **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

*Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

*Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference, Palmer House, Chicago.**

*Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Arthur Hull Hayes, president of CBS Radio, will be among the featured speakers.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** Board of Trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest** of Public Utilities Advertising Assn. Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1—New deadline for comments on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1-3—**Winter Military Electronics convention, sponsored by National Professional**

MORE JETS THAN EVER IN THE MARKET ON THE MOVE!

TAMPA-ST. PETERSBURG

Now jetting from the Tampa Bay area to New York, Chicago, Miami, and other key cities in the U.S.—600 mph DC-8B's! This is but one part of *more than 100 flights daily* serving the area, including helicopter commuter schedules to nearby Florida cities.

Reminder: This rich Jet-Age market is *dominated* by WTVT, the station on the move — your most profitable buy in the Southeast!

SHARE OF AUDIENCE
(49.1%)...LATEST ARB 9:00 A.M. - MIDNIGHT

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	42	WTVT	39
Station B	7	Station B	11
Station C	1	Station C	0

A.R.B., Tampa-St. Petersburg Metro Area, August, 1960, 4-week summary.
N.S.I., Tampa-St. Petersburg Metro Area, August, 1960.

STATION ON THE MOVE

WTVT CBS **Channel 13**

TAMPA - ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.
WKY-TV/WKY-RADIO • Oklahoma City
Represented by the Katz Agency

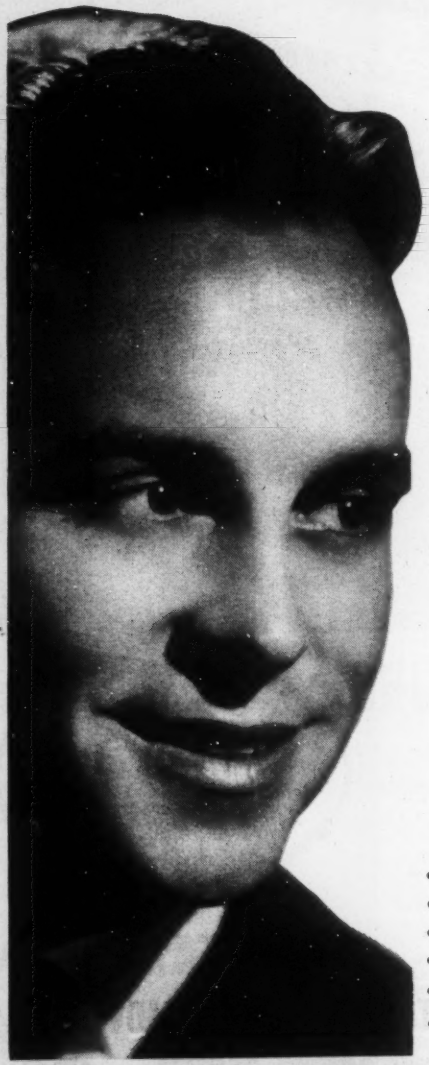
In Rochester, N. Y.
On-The-Spot, Local Radio Buyers
KNOW The Smart Buy Is...

WHEC!

FOR EXAMPLE:

When They Sponsor

ED MEATH'S
"MUSICAL CLOCK"
6:00-9:25 a.m.
DAILY
... they STAY Sponsors



The following LOCAL Buyers Have Sponsored This Show Uninterruptedly For

FROM 4 TO 25 YEARS

- BOLLER-CLARK, Inc.
- COMMUNITY SAVINGS BANK
- TOBIN PACKING CO.
- ROCHESTER TELEPHONE
- COLUMBIA BANKING SAVING & LOAN ASSN.
- MIDAS MUFFLERS

WHEC ROCHESTER, N. Y. • BASIC CBS

NATIONAL REPRESENTATIVES: EVERETT McKINNEY, INC.

Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—Texas Assn. of Broadcasters spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—1961 Advertising Week.

Feb. 7—International Broadcast Awards banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

***Feb. 8—Michigan Assn. of Broadcasters** annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

***Feb. 9-11—Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

***Feb. 15—Hollywood Ad Club** in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

***Feb. 15-17—Institute of Radio Engineers** 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

***Feb. 26-Mar. 1—Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

MARCH

***March 3-4—U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 17-18—Professional Advertising Club of Topeka workshop and clinic. Washburn U., Topeka, Kan.

***March 20-23—Institute of Radio Engineers** international convention. Waldorf-Astoria.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

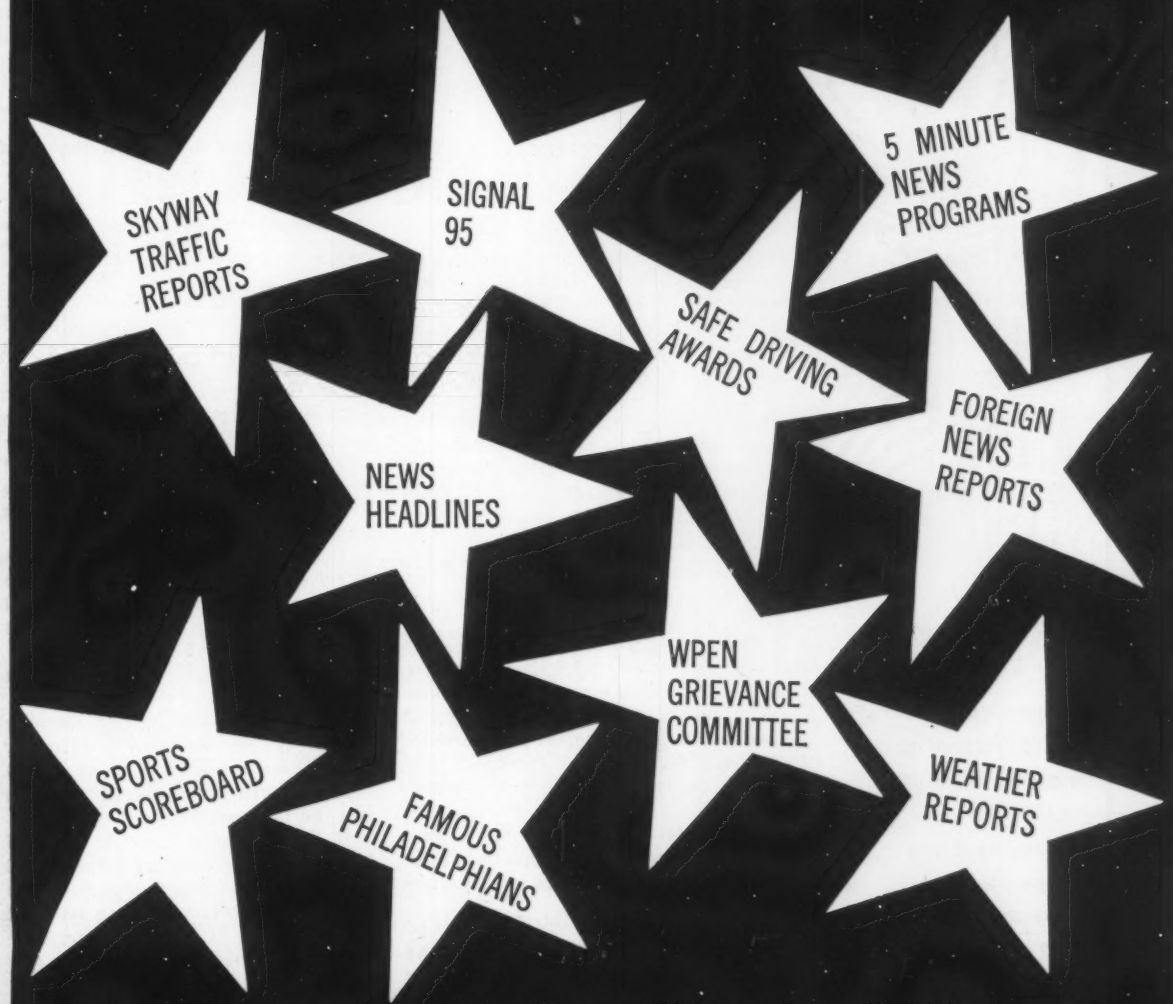
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D.C.

The Stars Shine Brightest On

WPEN

The Feature Station Of The Nation



These—and many more—are all 5 minute feature programs. WPEN continues to provide leadership in programming . . . just as we have always provided leadership in sales results.

We Were First To Introduce These Features—Another Reason Why

WPEN MAKES THINGS HAPPEN in PHILADELPHIA

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS **WPEN** - *Philadelphia;* **WSAI** - *Cincinnati;* **WALT** - *Tampa*

BALANCED PROGRAM-MING . . .

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

and New York Coliseum, New York City.

March 30-April 1—Industry Film Producers Assn. second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

APRIL

April 1—Deadline for entries in the **American Bar Assn.'s Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

*April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

OPEN MIKE ®

JFK's news secretary

EDITOR: Congratulations on your editorial (Dec. 5, page 118) about [Pierre] Salinger's position as *news* secretary.

Your suggestion [careful attention to use of word "news" conference or secretary instead of "press"] is only one of many answers to the people who have been thrashing around in search of a panacea for the promotion of radio and television via radio and television. If every broadcaster would check carefully for such subtleties of semantics the air media would not have to worry about fighting for stature and prestige.—*Lawrence H. Rogers II, Vice President, Taft Broadcasting Co., Cincinnati*

3M 'first' in video tape

EDITOR: Knowing that a magazine with as much influence on industry opinion as BROADCASTING is conscientious about the accuracy of its reporting, we would like to call your attention to an erroneous statement in the otherwise fine article on video tape in your Dec. 5 issue.

Paragraph No. 3, page 31, begins: "Agency executives agreed that tape, first introduced by Ampex less than five years ago . . ."

This is false.

Video tape was first introduced by Minnesota Mining and Manufacturing Co. This was in April 1957, in time to be used for the networks' changeover to daylight saving time.

To date, the company's "Scotch" Brand video tape No. 179 still is the only video tape available in commercial quantities . . .—*Richard A. Enger, Division Publicist, Minnesota Mining and Manufacturing Co., St. Paul, Minn.*

EDITOR: . . . It is true that Ampex introduced the video tape recorder; however, without "Scotch" Brand video tape their fine machine would be of little more functional value than a fine automobile without gasoline. . . .—*W. A. Mara Jr., Account Executive, McManus, John & Adams, Bloomfield Hills, Mich.*

[We appreciate 3M's position on our reference to video tape. Actually, of course, the story was referring throughout to the entire process of video taping and not to the tape itself.—THE EDITORS.]

Nielsen rebuttal

EDITOR: The "Playback" column Dec. 5 (page 24) quoted Len O'Conner in some bold nonsense about television ratings. His theme: for radio and tv to achieve their real potential the ratings got to go. Bold? It get wearier: "Sponsors are spending millions . . . on the basis of ratings that are based on the so-called opinion of one-tenth of one percent."

The value of a sample lies more in its *representativeness* than its size. The difference between fact and "so-called opinion" is obvious also. Nielsen bases its ratings on the fact of sets actually tuned to a program. I don't know what Mr. O'Conner bases his opinion on.

The points raised against sampling techniques are consistently incorrect. [The recent] *Esquire* article by Martin Mayer on this same subject . . . shows that the facts are available.

If BROADCASTING hadn't reprinted Mr. O'Conner's statements they might have gone unchallenged, but beyond that, did his remarks deserve repeating at all?—*Erwin H. Ephron, Director of Press Relations, A. C. Nielsen Co., New York*

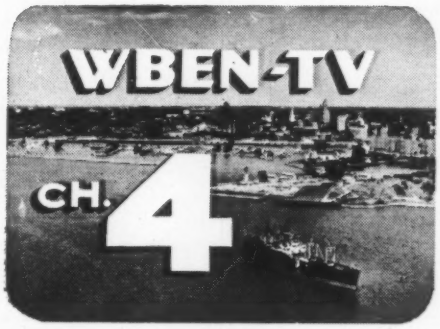
[We would have little news in our magazine if we printed only those opinions with which we agreed.—THE EDITORS.]

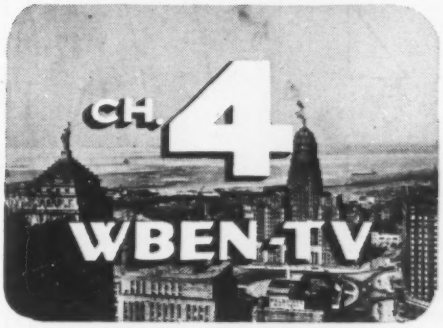
Right bower is right

EDITOR: I see that our old friend, the right-hand bower, is back with us in the Dec. 12 issue of BROADCASTING (page 104, "Washington scuttlebutt").

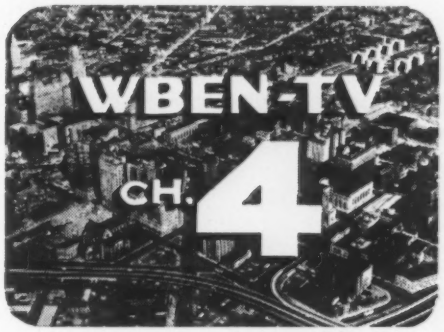
As I have pointed out to you folks before, there is no such thing as a right-hand bower; right bower is a term in the card game euchre. You might as well refer to a baseball player as a right-hand fielder.—*John W. Willis, Pike & Fischer Inc., Washington, D.C.*

In Buffalo and Western New York for product





identification use the station most



closely identified with the market

A minor point, perhaps, but even WBEN-TV station ID's picture the Buffalo-Western New York market.

Never-ending is the WBEN-TV effort to be the station most closely identified with the likes and the loyalties of this important area. Since 1948, when Ch. 4 pioneered television on the Niagara Frontier, good public service programming and quality local programming were the standards set and followed to build loyal audiences.

Today, to best identify your product with the shopping habits of the more than 2,000,000 people in this metropolitan market, *use the station they watch most often.* Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York.

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Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo
Affiliated with WBEN Radio

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

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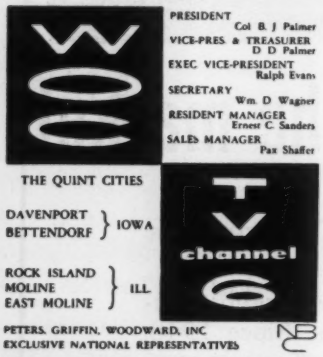
Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.



Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

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BOOK NOTES

▪ *"Confessions of a Happy Man" by Art Linkletter with Dean Jennings, Bernard Geis Assoc., 130 E. 56 St., New York; distributed by Random House, 250 pp.; $3.95.*

The private life of an entertainer who seemingly spends most of his life in public before the camera and microphone is recited out in this homespun volume. It combines personal history with comic anecdotes, but somewhat surprisingly, Mr. Linkletter is unhappy to the point of outright bitterness about a number of things, from parents who deserted him at birth (his real name is Kelly) to "the phonies and the slick operators and the unctuous promoters" who prey upon Hollywood stars. Since everybody (at least everybody likely to read this book) knows of the successful Art Linkletter, he devotes most of the volume to accounts of his poverty-stricken childhood, his struggles to get an education and a foothold in radio and the pitfalls that beset his path to fame and fortune. This is a Horatio Alger type story which proves that truth is stranger than fiction rather than the equally popular notion that people are funny.

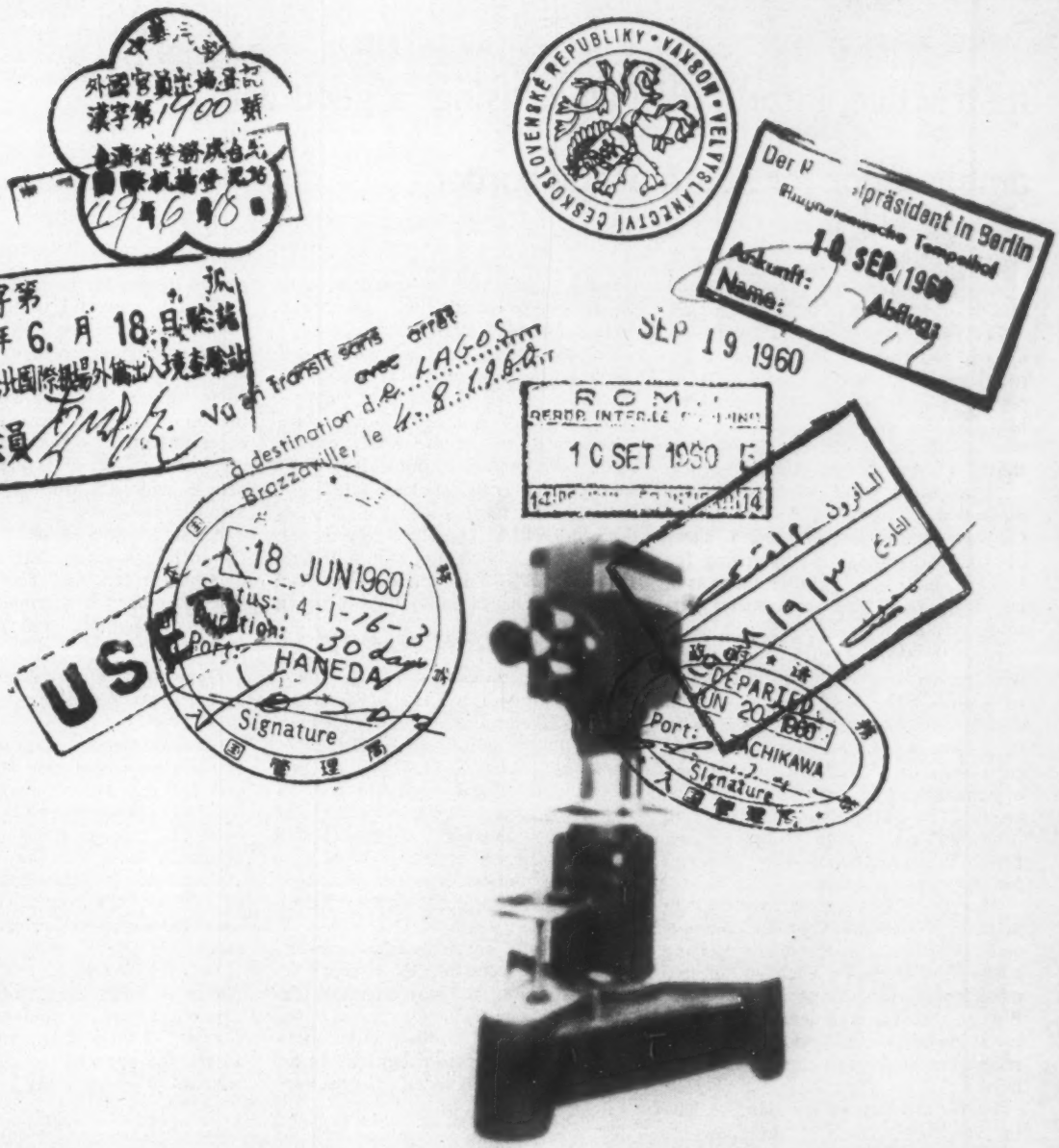
▪ *"Radio and Television, A Selected Bibliography" prepared by Patricia Beall Hamill, professorial lecturer, The American U., under the direction of Gertrude G. Broderick, radio-tv education specialist, Office of Education, U. S. Dept. of Health, Education and Welfare; OE-34004, Bulletin 1960, No. 25, U. S. Government Printing Office, Washington 25, D. C.; 25¢.*

The growing awareness of the importance to education of media such as radio, tv and film, reflected in a significant increase in the published literature in the field, has prompted the preparation of this 46-page annotated bibliography. It is the first revision in four years. Books and periodicals reporting on research, new developments in the professional skills of broadcasting and important contributions to the educational use of mass media are included.

A selection of technical books also is given, as well as a list of organizations and groups where helpful pamphlets and booklets are available.

▪ *"The 1961 Madison Ave. Handbook" by Peter Glenn, 444 East 52 St., New York 22; $4.*

This is the fifth annual edition of a reference volume designed for use by advertising art directors and other executives. It contains listings of advertising agencies, photographers, illustrators, tv producers, talent agencies, publications and other helpful information.



GOING PLACES! Year-round, round-the-clock, WBBM-TV newsmen are going places...and Chicago audiences are seeing people, places and events shaping the destiny of nations.

In the past year, reporters Frank Reynolds, Carter Davidson and Fahey Flynn have traveled far and wide –the Congo, Japan, Korea, Formosa, Austria, Germany, Italy, France, England–to score major news breaks which viewers have seen either as one-time news "specials" ("Orient in Ferment," "Anatomy of a Crisis: 'The New Congo Nation' and 'Africa Marching'"), or as part of WBBM-TV's regular day-in, day-out news coverage.

Clearly, Television 2 Chicago goes to great lengths to bring the world closer to home. Which is one reason why WBBM-TV's clear-cut leadership goes on and on...why Nielsen has reported WBBM-TV the number one television station in Chicago for the past 66 consecutive reports! **WBBM-TV** CBS Owned, Television 2 Chicago

MONDAY MEMO

from NORVAL LAVENE, Fuller & Smith & Ross, Los Angeles

Instructive, informative advertising: a good will ambassador for south of the border

An important opportunity awaits broadcast advertisers in Mexico.

For that matter it similarly exists in all the countries of the world where peoples are struggling to rise out of poverty and illiteracy. Advertising can help win this struggle. It can also help the United States cement its relationship with Mexico and other countries.

In a broad sense advertising is a major export of the U.S. In Mexico City we have a number of U.S. agencies that are preparing advertising for U.S. products. In addition there is a larger group of Mexican agencies pursuing similar goals.

Down in Mexico ▪ In a recent three-week motor tour of Mexico, I was able to observe advertising at work and to discuss some of its implications with the heads of agencies and commercial enterprises in Mexico City. It seemed evident that while many superficial differences do exist, Mexican advertising is trying to ape current U.S. advertising. I think this is regrettable—for them and for us.

The differences mainly involve such matters as stacking 8 or 10 commercials in a row or frequently placing competitive products, such as our two most famous soft drinks, back to back. Beyond this, the commercial content is pretty much like our worst examples of repetitious jingles and screaming superlatives.

In our industry we lay claim to having stimulated much of the economic progress of the U.S. over the past 100 years. We know advertising as a force which has sold more than merchandise. Among other things, it has sold sanitation and health. It has encouraged better care of homes and children and equipment. We take all this for granted in the U.S., and we are past the stage of such elemental objectives.

Progress ▪ But aren't these the things Mexico needs most? Isn't it necessary for the people to learn new ways before they can become a great market? Isn't an economy based on productivity and isn't productivity based on learning new methods?

Wouldn't it be intelligent self-interest on the part of American companies advertising in Mexico to spend a more substantial share of their advertising dollars on such matters? Instead of selling toothpaste, shouldn't we first sell the importance of using it? Shouldn't we assist in the development of programming, as well as commercials, which is aimed at the needs of the people and which is not just a poor stereotype of U.S. broadcast fare?

Obviously, the broadcast medium is the one which can best accomplish such an end in a country with a literacy factor of 79%, and where every town and village has a radio blaring at an incredible volume.

True Story ▪ I was told an amazing story by the president of a large cement company in Mexico. His Mexican advertising agency had recommended the use of television to sell a product we know as "Sakcrete," a bag of premixed cement and aggregate for do-it-yourself construction projects. The product had not been selling well, but he was skeptical of television because of the low number of sets in use. Nevertheless he went along with the recommendation.

The results were immediate and astonishingly successful. He couldn't understand it until he discovered how television works in the small villages of the interior. Several families buy a television set together and then charge admission to the neighbors. The viewers-per-set figures are fantastic.

What a powerful tool this is in a country which is just developing a middle class, a country where you will find as many wooden plows as steel ones; where disease and pestilence still take far too many. Yet, Mexico is a country eager to learn, a country of fine craftsmen and a land of skillful, intelligent people held back through centuries of Spanish feudalism.

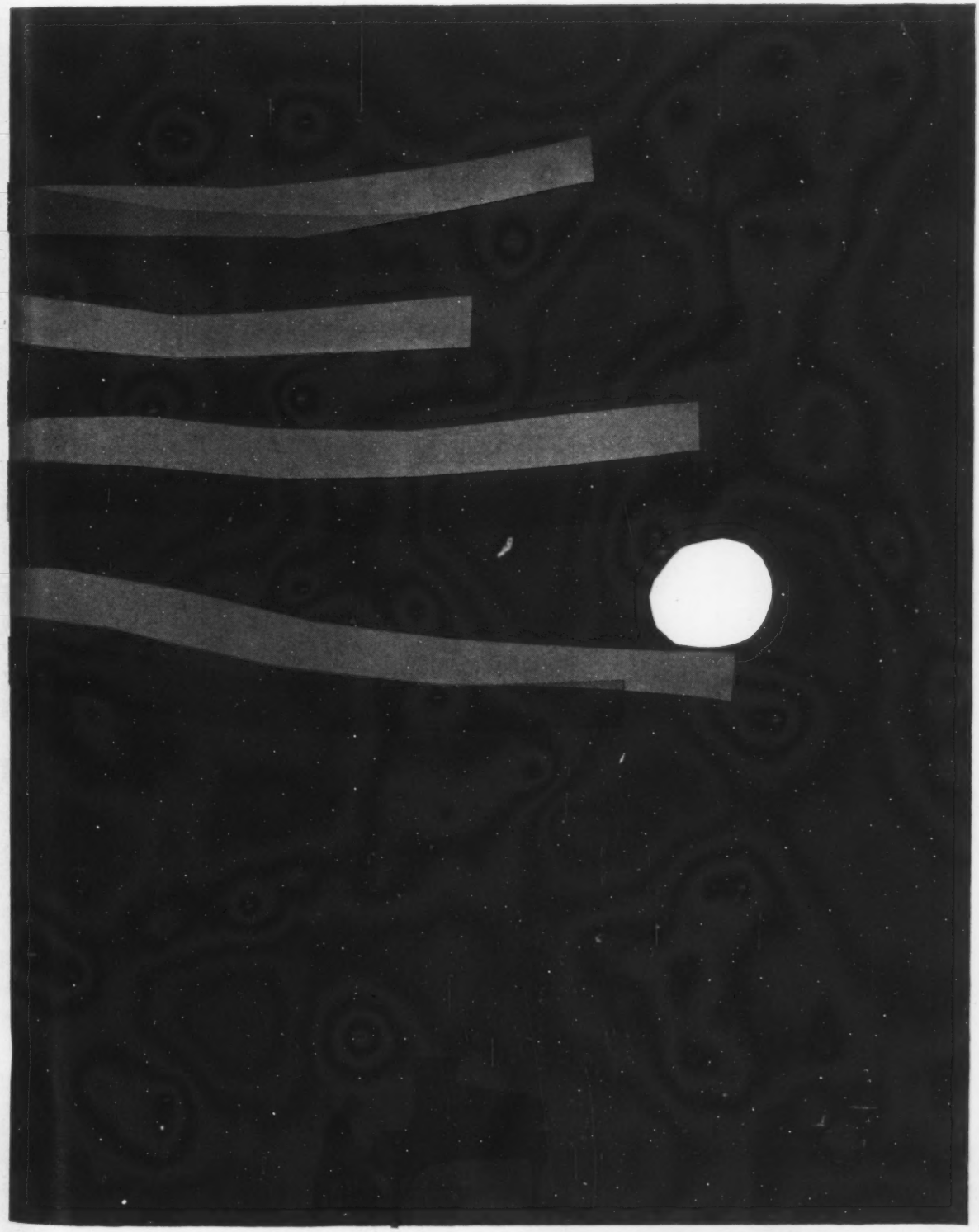
These are the people who created the incredible cities and works of art of Chichen Itza and Teotihuacan and who developed a calendar far in advance of anything comparable at the time.

Opportunity ▪ Here is an opportunity to demonstrate the force for progress that advertising can be. Here is a way for American companies to create new markets by selling new ways of living and working. Here is an opportunity to test and experiment and evaluate advertising in a manner that is no longer economically feasible in the U.S.

Isn't this also a less patronizing way to sell our own country than through some federal agency projects and handouts?

Isn't it also a way for American companies to offset the inordinate fear of exploitation which continues strong in Mexico? I think it is. And from what I saw, the opportunity is largely being missed.

Norval LaVene is vice president and manager of the Los Angeles office of Fuller & Smith & Ross. He was one of the founders of Stromberger, LaVene, McKenzie, which merged with FSR last January 1. Mr. LaVene has had experience with a wide variety of products and services. Previously he was a senior account executive with West-Marquis Inc. A graduate of UCLA, his activities include Community Chest, American Assn. of Advertising Agencies and American Management Assn.



AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people . . . each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of *beautiful music* . . . music for people of all ages . . . music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make *beautiful music* together with WBAL-RADIO.

Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM & TV **WBAL-RADIO, BALTIMORE**

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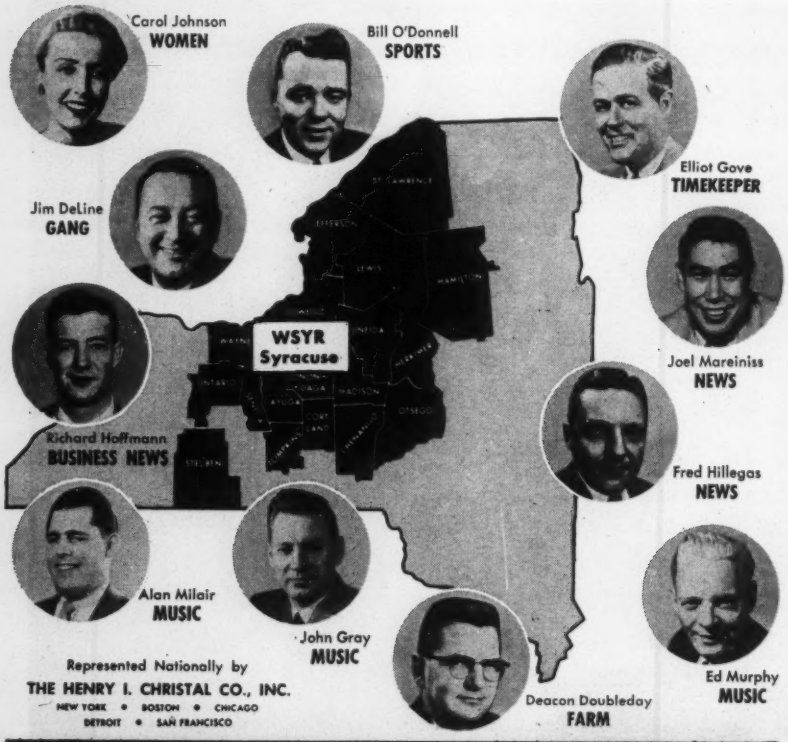
18 Counties, 471,290 Homes, 1.6 Million People,
$3 Billion Buying Power . .

AND SELLS THESE HOMES WITH RADIO'S GREATEST PERSONALITIES!



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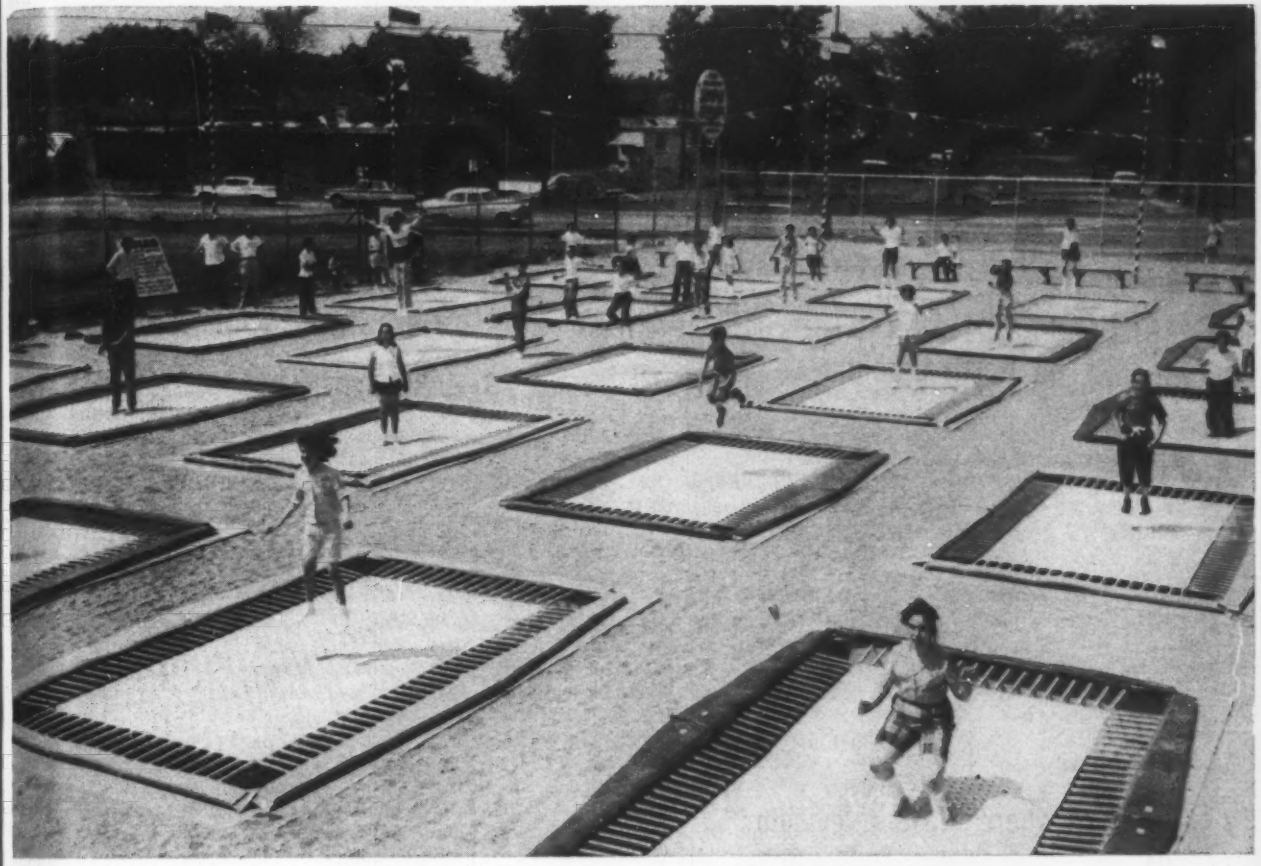

That's "Rebound Tumbling"

These children are enjoying America's fastest growing recreation and sport – *rebound tumbling*. They are bouncing at one of the thousands of *rebound tumbling centers* which have sprung up around the country.

The word "Trampoline" is actually a brand name referring exclusively to products of the Nissen Trampoline* Company, originator of standardized rebound tumbling equipment, which has held a U.S. Patent Office Registration covering this trade-mark since 1943.

Interestingly, the word "Trampoline" did appear in dictionaries as much as 30 years ago, meaning primarily "walking on stilts" or referring to a home-made net for acrobats. The word derives from the Spanish "trampolin" meaning a wooden diving board. Some 25 years ago George Nissen designed and mass-produced an efficient, folding type of rebound tumbling equipment now used in more than 10,000 schools and colleges, and thousands of homes and centers in more than 30 countries. Nissen popularized the sport and his trade-mark.

The Amateur Athletic Union, NCAA, and other official bodies recognize the sport as "rebound tumbling." In the interest of accurate reporting, we urge you to refer to it always by that name.

Please follow this correct wording:

The name of the recreation and sport is *rebound tumblin*.

The name of the product is *rebound tumbling equipment, unit net or bed.*

The name of an outdoor bouncing center is a *rebound tumbling center, bounce center* or *jump center.*

If "Trampoline" is ever used, it should be followed by the word "Brand", be capitalized, and be identified with Nissen equipment. Our sincere appreciation to you for proper use of these terms.

NISSEN TRAMPOLINE* COMPANY
CEDAR RAPIDS, IOWA
Mfrs. of Official NCAA and AAU Rebound Tumbling Equipment

* Reg. U.S. Pat. Off. for Nissen rebound tumbling equipment.

P.M. 12:30 P.M. 8:00 P.M. 8:15 P.M. 8:30 P.M. 9:00 P.M. 9:30 P.M. 9:15 P.M. 9:30 P.M. 9:45 P.M. 10:00 P.M. 10:15 P.M. 10:30 P.M. 11:00 P.M. 12:00 A.M. 12:15 A.M. 12:30 A.M. 8:00 A.M. 8:30 A.M. 8:45 A.M. 9:00 A.M. 9:30 A.M. 10:00 A.M.

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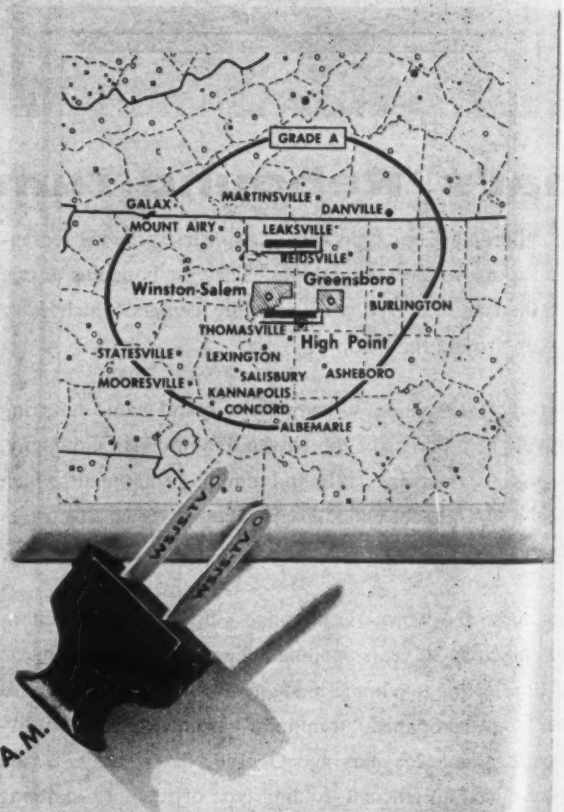


PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 19, 1960 Vol. 59 No. 25

REQUEST: FULL SEC. 315 REPEAL

■ House campaign hearing gets Sarnoff, Stanton appeals

■ NBC, CBS assert broadcasters have earned political freedom

■ ABC urges suspension at least during presidential races

Two of the networks entered their white-hot hope in the preliminaries last week and thus let it be known to all concerned what they expect to win in the main bout: outright repeal of Sec. 315 by the 87th Congress next year.

Fresh from the triumphs of television's "Great Debates" in the 1960 presidential campaign, NBC and CBS urged the House Campaign Expenditures Committee to help erase the Sec. 315 obstacle permanently—for all elective offices.

As NBC Board Chairman Robert W. Sarnoff put it Thursday in a personal appearance before the special House committee: "It would be the most appropriate mark of recognition that the new Congress could bestow on a distinguished public service."

And from CBS President Frank Stanton, in a letter entered in the committee hearing record, came a prediction: "We are confident that if the broadcasters are permitted to present candidates in debates, in face-to-face discussions and in similar appearances, they will do so wherever feasible."

AB-PT & ABC President Leonard Goldenson in a statement filed Friday didn't ask for across-the-board repeal, but thought the 1960 suspension should be made permanent for presidential election years.

Cost and Length ▪ Although Dr. Stanton confined his remarks to the two issues the committee is studying —the high costs of modern political campaigning and whether campaigns should be shortened—Messrs. Sarnoff and Goldenson emphasized the networks' exercise of journalistic responsibility in bringing the simulcast Kennedy-Nixon appearances to the electorate.

Mr. Sarnoff said NBC's presentation of candidates at no cost to them should not be regarded as "free time," but as an exercise of broadcasting's "journalistic right—the freedom to cover the men and issues of the campaign in accordance with our editorial judgment, and within suitable formats of our own choosing, designed to inform the public as effectively and fairly as possible."

During the campaign, NBC-TV, aside from regular news segments, devoted twice as much time to presenting the major presidential and vice presidential candidates as was devoted to paid political broadcasts on the network, the NBC chairman said. The time and production charges for this unpaid time would have been $1,686,000, or 66% more than that spent by both major parties on NBC-TV.

The major parties spent $1,380,000 on NBC Radio, NBC-TV and NBC owned stations, $50,000 less than in 1956, he said, despite steady increases in tv costs due to the rise in circulation. They really didn't need to spend more, he said, because for the first time the parties were concerned about possible overexposure. But the important thing is that the voters were informed, not that the parties had to spend less, he said.

Progress ▪ Mr. Sarnoff cited other network efforts since 1952 to make political broadcasting less costly for the parties. He took note of other results beneficial to candidates from 1959 amendments exempting news and interview programs from equal time requirements.

The NBC board chairman said he realizes congressmen have reservations about exempting Sec. 315 for all offices and he hopes hearings will be held as soon as possible to examine "the case

The "free time" given candidates more properly should be considered an exercise of broadcasting's "journalistic right," NBC Board Chairman Robert Sarnoff told the House Campaign Expenditures Committee. That right means free editorial judgment, he indicated, and freedom of format.

The busiest spot in Washington is the Georgetown home of the next President. Chilled newsmen spend the day in front of the Kennedy residence, checking guests on arrival and plying them with queries as they leave. His trip south Friday finally brought relief.

This is network row, across N St. from the Kennedy home. CBS has leased the vacant house at the right for its newsmen. Two doors down is NBC, which also will use the white house at extreme left on Inaugural Day. Of ancient vintage, the houses are high-priced.

Stanton visits the house in Georgetown

Dr. Frank Stanton, president of CBS Inc., spent 45 minutes with President-designate John F. Kennedy in Washington last Thursday.

Afterward he easily rode out a reportorial attack on the sidewalk in front of Mr. Kennedy's home (see above) without spilling any secrets or giving any indication of a possible official or advisory role in the next administration. But his pat answers left newsmen wondering what was discussed besides the announced topic—the U. S. Information Agency.

The job to be done and the problems facing USIA as propaganda arm of the government were discussed, but Dr. Stanton said he had not been asked to take the job of USIA director. He said, in reply to queries, he had not discussed names of CBS personnel (Edward R. Murrow and Howard K. Smith had been mentioned for USIA roles), nor had he been asked to recommend names of personnel for USIA.

Dr. Stanton conceded he had discussed the campaign debates but thought the next President should answer a question about their impact on the election or about proposals for live telecasts of news conferences.

Later in the day Sen. Kennedy told newsmen he was not close to appointment of a USIA director. He added that he would be glad to talk to other network heads about the USIA.

For more than a decade Dr. Stanton has held important advisory roles in connection with top government operations.

Pierre Salinger, news secretary to the next President, was asked if Dr. Stanton is in line for a cabinet post. "I wouldn't speculate," he replied,

for freedom of political coverage across the board."

He termed a bill in the 86th Congress to require networks to give free time to candidates "an attempt to achieve by compulsion what broadcasters were eager to do voluntarily if given the chance." It's clear, he said, that they've "passed the test," and that broadcasters are "entitled to keep this freedom." This shows such a law is both unwise and unnecessary, he added.

Mr. Sarnoff suggested political leaders shorten the presidential campaign by six weeks and expressed assurance this would cut costs of campaigning if Sec. 315 is eliminated, since television operating in freedom, along with jet transportation, can give the candidates far greater exposure without sacrificing any of the dissemination of information needed for an informed and responsible electorate. Shorter campaigns also would cut down repetition and overexposure, he testified.

Noting the first national political convention in 1831 was held about a year before election and that the conventions by the time of the McKinley-Bryan campaign had been moved up to July preceding the election, he said the conventions should be moved up again, closer to election day. But broadcaster freedom from Sec. 315 should be given, regardless of whether the campaign is shortened, he said.

Expenditures ▪ Mr. Sarnoff said the Democrats spent $513,313 on NBC-TV for three half-hour, two 15-minute and 36 five-minute time periods; $11,262 on NBC Radio for one 25-minute and three 15-minute periods; and $172,362 for 440 time periods (10 seconds to 30 minutes) on NBC's owned stations. Republicans spent $491,142 on NBC-TV for five half-hours, one 15-minute period and 12 five-minute periods; $191,888 for 852 time periods (10 seconds to 30 minutes) on NBC owned stations.

Questioning came from Chairman Clifford Davis (D-Tenn.), Robert E. Jones (D-Ala.), Leo W. O'Brien (D-

On-rushing news contingent after interview with next President brought smiles from Dr. Frank Stanton, CBS, and Sen. Kennedy in the background.

adding that prospective cabinet appointees were not on the day's appointment list.

On the Scene ▪ Two antique but expensive row houses in swanky Georgetown, D. C., have become temporary news headquarters for NBC and CBS newsmen.

Opposite the home of President-designate John F. Kennedy, the vacant houses have been leased to provide network correspondents with communications facilities, a good view of the parade of Kennedy visitors and a chance to get warm.

These bare but cozy facilities draw snide cracks from wire service and print media newsmen, who share a room provided by Helen Louise Montgomery, the hospitable occupant of a nearby house. Miss Montgomery provides coffee, telephones and snacks for the reporters.

CBS occupies an elderly bay-window house at 3314 N St. NBC is two doors down the hill at 3310. In addition NBC has leased space at 3304 for Inauguration Day. This house is directly opposite the Kennedy residence at 3307 N whereas the present network houses are a few steps up the street though commanding a good view of the home.

Up to 50 newsmen swarm around the Kennedy home when he is headquartering there. The street and sidewalk are roped off, providing room for cameras and audio gear.

Washington police and the Secret Service are cooperating to give reporters and cameramen quick access to the President-designate and his visitors. And the next President is cooperating by making frequent appearances on the front step and by letting technicians and cameramen tap off the electric meter in his basement.

A Frigid Watch ▪ Last week was the worst yet experienced by the assembled news crews. Washington was knee-deep with snow, and the Kennedy guest list was long day after day. Big-name correspondents stomped their feet on the icy sidewalk and huddled in heavy jackets, ear muffs and assorted arctic garments.

Electric lights, also using Sen. Kennedy's electricity, were clustered around newsreel cameras to keep mechanisms from freezing. Cameras, seven in all, are stationed at the site by NBC, CBS, ABC, Movietone and Telenews.

After his 45-minute session with Sen. Kennedy last Thursday, Dr. Frank Stanton was asked by a reporter if he had visited the CBS house. "No, I haven't seen it," he said, "but I've heard about it."

N. Y.), William C. Cramer (R-Fla.) and Samuel L. Devine (R-Ohio).

Their main concern, as expressed by Rep. Cramer, was that one presidential candidate or both may not approve of the format offered by the network (debate, for example). Mr. Sarnoff ventured the prediction that the "Great Debates" were so popular a candidate might be forced to participate in this format by public pressure or demand in the future.

He felt a network should have the say-so about its format as a journalistic medium, but acknowledged that the format probably would be a result of agreement among the candidates and the networks, as in this year's campaign for the presidency.

He told the congressmen he didn't think the candidates should have the right on interview programs—and those such as the Kennedy-Nixon joint appearances—to select the questions that might be asked, but he felt a candidate might have the right to restrict questions to a given area.

To Rep. O'Brien's expresed concern that individual station managers might not exercise the impartiality shown by networks, Mr. Sarnoff said broadcasters welcome a "long, hard look" by Congress before any action to repeal Sec. 315.

Outmoded ▪ Dr. Stanton in his letter to the committee enclosed a copy of a 1953 Philadelphia speech made by CBS Inc. Board Chairman William S. Paley in which the latter put forth the suggestion that television has outmoded the lengthy election campaign.

With the 1959 exemptions of news and interview programs from equal time requirements and the pioneering "Great Debates," Mr. Paley's conclusion is "immeasurably re-enforced," Dr. Stanton said.

The 1960 suspension in the presidential campaign, he said, resulted in an average of 71 million viewers seeing the two candidates in each of four one-hour, face-to-face discussions and this "undoubtedly played a decisive role in the election."

Radio and tv in the 1960 campaign "clearly permitted, and perhaps even demanded, a shorter campaign period," Dr. Stanton held. And, he said, shortened campaigns would be less costly ones.

The 1959 amendment and the 1960 suspension made it possible for CBS-TV and CBS Radio to make available to candidates programs valued at $1,425,000 in time and production charges. Permanent suspension of Sec. 315 for all offices can serve to reduce the necessity for campaign expenditures in general, the CBS president thought.

Local Problem ▪ But Dr. Stanton also had some cautioning words: Repeal of Sec. 315 may be of small help to those candidates seeking other than nationwide, statewide or other broad area offices. In New York, for instance, there are 48 congressional districts within New York stations' coverage area. Even if there were only Democratic and Republican candidates in each district—and there are often others—it would involve 96 candidates. And if a New York station did no more than present each of the two opposing candidates for a half-hour, it would require 24 hours of station time, or three hours weekly for an eight-week campaign for the House of Representatives alone. A similar situation exists in Chicago and in other highly concentrated population centers, he said, and CBS sees no immediately apparent solution to this problem.

AB-PT and ABC President Goldenson expressed the hope that this year's temporary suspension of Sec. 315 would be made permanent for presidential election years.

He said the Democrats spent slightly less on ABC this year than in 1956, while Republicans spent "substantially more" than four years ago.

Mr. Goldenson estimated that in carrying the four Kennedy-Nixon debates ABC incurred costs and loss of revenue totaling about $250,000. In addition, he said, election night and convention coverage costs and loss of revenue

amounted to about $1 million.

He said ABC is not sure that the campaign period should be shortened. Television, radio, and jet transportation have made it possible for candidates to reach the people quicker, he noted, but he wondered whether the time thus saved should not be spent in making election issues clear to the people rather than "capsulizing" the campaign or putting an arbitrary time limit on it. The length of the campaign, he felt, should not be measured so much in days and weeks as in whether or not the time was used effectively. Thus he thought the question of campaign duration was one that should be decided by the candidates who were running for office.

The role of broadcasters, he said, is to exercise journalistic judgment in keeping the public informed about the men and the issues being discussed in the campaign.

BROADCAST ADVERTISING

SAG to vote on new commercials pact

JOINT SAG–AFTRA NEGOTIATORS GET EQUAL RATES FOR FILM, TAPE

Screen Actors Guild over the weekend mailed to its 14,000 members a summary of the new contract for actors, singers and announcers in commercials for a nation-wide referendum seeking approval of the terms and conditions won by SAG and the American Federation of Radio & Television Artists in joint negotiations (BROADCASTING, Oct. 3 *et seq*).

Each ballot was accompanied by the new contract, whose complexities are dramatically illustrated by the fact that the summary (not the complete contract) fills seven printed pages. There was also a letter from the SAG board strongly urging a vote of approval for this "vastly improved contract," which gives actors their long-held wish for equal rates of pay for film and tape commercials. Another major accomplishment of the new pact is a formula weighing cities by population units and a structure of unit fees which "provides a method of compensation *based on the degree of exposure to an extent never before achieved*," the SAG board stated.

The board also hailed the method of joint negotiations "in the field where we have common employers" as having "proved to be highly successful" in improving wages "substantially" in all areas of the contract and in resolving previously troublesome conditions "in provisions most beneficial to players in the commercial field."

Runs three years ▪ The new contract has a three-year retroactive clause to Nov. 16. SAG, recognizing the delay in mail deliveries during the holidays, has set Jan. 16 as the date when ballots must be postmarked to be counted.

AFTRA, whose contracts cover radio and tv networks as well as commercials, will present the new contract to its members at regional membership meetings.

"Employer contribution equal to an amount equal to 5% of all compensation including use and re-use fees," heads the SAG summary of the commercials contract. In its letters the guild's board notes that in 1960 SAG completed its objective "pension and welfare plans under all its contracts." Fees of principals in commercials are raised from $80 for an eight-hour on-camera session to $95 in the new contract and from $55 to $70 for a two-hour, off-camera session. Duos, previously included in a 2-4 grouping, are now classed as principals. Group rates for on-camera work remain at $80 for 3-4 and come down from $80 to $72 for five or more. Off-camera groups from 3-4 are raised from $35 to $47 and groups of five or more from $30 to $40 for a four-hour session.

The major change comes in wildspot compensation for 13-week-use cycles of commercials, based on a new formula of population units multiplied by unit fees. Each city is given a unit place of one for each million population in its metropolitan area; each city with a population of less than one million is rated as one unit. Examples given are:

A comparison of the new rates with the old

Principals—on camera:

Units		*Comparisons **New	Old
1—5	$95 (min. block buy)	$ 95.00	$ 80
6—10	@ $8 per pop. unit	135.00	125
11—20	@ $5 " " "	185.00	125
21—25	@ $3 " " "	200.00	170
26—100	@ $1.25 " "	293.75	220
101—175	@ $1.20 " "	383.75	260
175—up (no cutoff)	@ .25 " "	no. max.	260 max

Use of New York, Chicago and Los Angeles — Old Rates

any one city: $200 ..... $125
(for additional units use formula commencing at 26 units, i.e. $1.25 per unit)

any two cities: $312 ..... $170
(plus additional units at 25¢ each)

all three cities: $345 ..... $220
(plus additional units at 25¢ each).

Principals—off camera:

Units		*Comparisons **New	Old
1—5	$70 (min. block buy)	$ 70.00	$ 55 (1st cycle $45 other cycles)

Units		*Comparisons **New	Old
6—10	@ $3.50 per pop. unit	$ 87.50	$ 72.50
11—15	@ $3.00 " " "	102.50	72.50
16—20	@ $2.50 " " "	115.00	72.50
21—25	@ $2.00 " " "	125.00	105
26—90	@ $1.00 " " "	190.00	150
91—125	@ .65 " " "	212.75	150
126—175	@ .60 " " "	242.75	170
176 and up (no cutoff)	.20	no max	170

Use of New York, Chicago and Los Angeles — Old Rates

any one city: $125 ..... $ 72.50
(For additional units use formula commencing at 26 units, i.e. $1.00 per unit).

any two cities: $190 ..... $105
(plus additional units at 20¢ each)

all three cities: $227 ..... $150
(plus additional units at 20¢ each).

*For simplicity, comparison is made of unit under the new formula with cities under the old formula. Weighting adds units and further increases the new rates.

**Figures are cumulative at the end of the unit group.

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION						
	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Baltimore, 2; Boston, 3; Cleveland, 2; Detroit, 4; Philadelphia, 4; Pittsburgh, 2; St. Louis, 2; San Francisco, 3; Washington, D. C., 2. New York, Los Angeles and Chicago are treated separately. The old and new contracts are compared in the adjacent tables of wild-spot payment formula.

Group rates ▪ For groups of 3-4, on camera rates start with the $80 minimum, rise by diminishing steps: $7 a unit for 6-10 units, $4.20 each for 11-20 units, $1.45 for 21-60 units, $1.00 each for 61-125, $0.50 for 126-175 and $0.20 from there on with no cutoff. Adding one city—New York-Chicago-Los Angeles—would cost $164. (with additional units priced according to the formula commencing at 26 units); two cities—$235. (additional units at 15¢ each); all three cities—$280 (additional units at 15¢ each).

For groups of 5 or more, on-camera rates begin at a minimum of $71 for 1-5 units, wind up at a total of $261 for 175 units plus 20¢ apiece for all additional units. One city of the top-market trio costs $145 (additional units are priced in accordance with the formula, commencing at 26 units); two cities — $195 (additional units cost 15¢); three cities—$240 (additional units at 15¢ each). Rates for groups off-camera also are spelled out in the SAG summary.

For program commercials the wild-spot method of complication does not apply. Instead these commercials are classified by A (in more than 20 cities),

A 20-year track record for KMPC's market reports

Each weekday morning for nearly 20 years at 8:15 a.m. Pacific Time KMPC Los Angeles listeners have heard a telephone ring and a friendly but businesslike feminine voice say: "E. F. Hutton & Co. The market? Just a moment."

After a short pause a man's voice takes over with "This is Charles Stone" and continues with a detailed rundown of opening prices on the New York Stock Exchange, which has been active for an hour by that time, and the changes from the closing prices of the previous day. Then comes an assortment of financial and business news items received "over the private wires of E. F. Hutton & Co." The 10-minute program closes with significant quotations from the New York board as of 11 a.m. EST.

The Hutton financial newscast is sandwiched between 15 minutes of general news and five minutes of sports talk in an 8-8:30 a.m. half-hour interlude in KMPC's early morning disc jockey programming. The pattern was established in 1941 when Leigh Crosby of Barton A. Stebbins Advertising, agency for Hutton's Los Angeles operation at that time, first suggested the use of radio by the brokerage firm. When Hutton agreed to try the broadcast medium, Mr. Crosby persuaded KMPC to adopt the half-hour news format. It has remained that way ever since.

Q & A ▪ But isn't the number of morning radio listeners who are interested in stock market news too small to be of value to either sponsor or station? Doesn't KMPC lose the major part of its audience to other stations at 8:15?

The nearly 20-year uninterrupted run of the financial newscasts indicates that the answer to those questions is no. And that reply is underlined by the rating figures. The September-October Pulse shows KMPC with a Monday-Friday, 8:15-8:30 a.m., average rating of 5.6, higher than any other Los Angeles radio station at the time.

Who listens? "Our own customers," replies Murray Ward, senior partner of Hutton's southwest division, "and prospects who tell our salesmen they have heard and enjoyed the broadcasts. And our competitors say that their switchboards go dead from 8:15 to 8:25 each morning, so it looks as if their customers listen to us too. Women listen as well as men. Originally, the telephone girl opening announcement concluded '. . . just a moment, sir,' but we got so many complaints from women that we knocked the word 'sir' off."

In New York or other large cities where businessmen commute by train or other public transportation, an 8:15 a.m. broadcast would probably not pay, Mr. Ward observes. But in Los Angeles, it's ideal, because most of the city's executives are on the way to their offices in their own automobiles at that time. They are in no position to read the morning newspaper, but are readily available to whatever comes to them through their car radios.

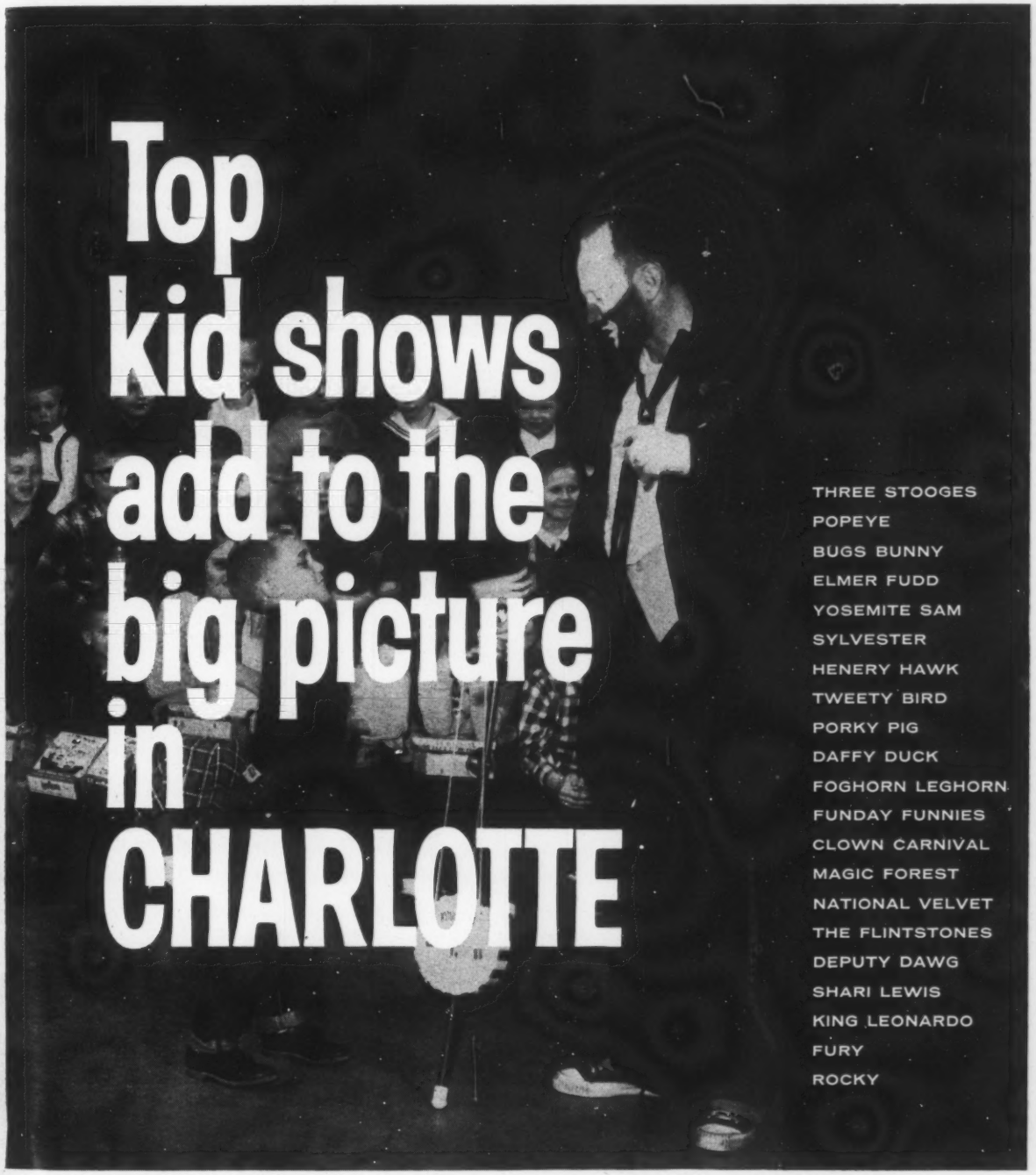
Action ▪ "We get more action out of a radio announcement than from a newspaper ad on the same subject," Mr. Ward states, "two to three times the response. When we make an offer on the air, such as one of our monthly economic surveys, the calls start pouring in the minute the announcement is finished and they keep up all day, with mail requests coming in for several days afterwards."

Mr. Stone
His only show

Since the Hutton broadcasts began on KMPC on Aug. 25, 1941, the company has changed agencies several times (Lennen & Newell, Beverly Hills, Calif., now handles the account with Ted Huston as account executive). There was also a swift-changing succession of announcers until, some 15 years ago, a KMPC staff announcer named Charles Stone auditioned for the job and has had it ever since. Today, the Hutton broadcast is the only one he makes. He is now a registered representative with the New York Stock Exchange (which means he is licensed to sell securities) and the rest of his time is spent actively handling accounts.

The program's format has changed slightly from time to time, but the commercials are essentially the same today as they were in 1941, emphasizing the numerous offices Hutton maintains for its customers' convenience and the numerous services it offers for their security and profit. Up to seven years ago, the broadcasts originated in KMPC's studios. Since then they have been made from the floor of the boardroom, where Mr. Stone keeps a microphone and the necessary technical apparatus in the drawers of his desk.

Following the success of the broadcasts in Los Angeles, the firm has inaugurated similar series, all Monday-Friday, in the morning in San Francisco and San Diego, at noon in Fresno and in the early evening in the resort city of Palm Springs. There are two broadcasts a day in Phoenix, morning and noon, and in Tucson, morning and evening.



Advertisers with a stake in young America can bank on this—no where in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that changed audience patterns here in your 25th largest television market. Buy right. Buy WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

Four department stores share fashion previews

WNBC-TV New York has been hammering away at the retail market the past few years, working out formats all the time to suit the situation. The latest evolutionary step brings together four department stores in a weekly "fashion preview" programmed within an existing daily morning show, *Family*.

Participants are R. H. Macy & Sons (through Grey Adv.), Stern's (Ash & Engleman), Abraham & Strauss (Tele-Sales Inc.) and Bamberger's (Grey). The first two have main stores in New York, A & S in Brooklyn and Bamberger's in Newark, a division of R. H. Macy & Sons.

Family, an entertainment-service show on daily 9-10 a.m., presents the "Fashion Preview" every Thursday in two short segments, one each half-hour. The stores get live-model demonstration with the commentator services of Carol Knox, who is a featured personality with Paul and Mary Ritts, puppeteer team who are host and hostess of *Family*. Once during each half-hour, Miss Knox describes two garments shown in appropriate settings by the models and at the end of the commentary gives a 10-second commercial identifying the store where each dress may be bought and the price. It amounts to something like 70 seconds for each store at a participating commercial fee that includes time, talent and all production charges yet is below the announcement rate.

George Pitt, WNBC-TV salesman who has put in a good bit of time the past two years on retail assignments, thinks this plan has a big potential for other stores and other types of merchandise if it clicks. Last week's show was only the second "Fashion Preview" and station and clients are checking results now. The first schedule runs six weeks, with each Thursday's "Preview" devoted to a specific type of garment—holiday wraps, party dresses, furs, etc.

Possibilities ▪ The "Family" format itself may perhaps give clues to extensions of the "Preview" idea in one show alone. The program includes daily weather reports, features on cooking, sewing, furnishing and other all-family topics, as well as performances of the Ritts family of sophisticated "adult" puppets. "Family" has a variety of participating accounts.

WNBC-TV has a number of retail accounts in the house and has worked out innovations for clients from time to time, including occasional local specials. One pioneered by the station and Macy's last spring, a half-hour introduction of the season's new fashions, caught fire the following fall in New York and around the country. Macy's has a continuing daytime campaign on WNBC-TV to sell specific merchandise. This, too, has had imitators locally and in other markets. Established retail clients of WNBC-TV include several menswear stores, a record store, appliance store and many others.

B (6-20 cities) and C (1-5 cities), with New York weighed at 11 cities and L.A. and Chicago at 7 cities each.

Class A ▪ Class A program commercial rates for principals on-camera start at $95 for the first use within a 13-week cycle under the new contract compared to $80 formerly). The second use pays the principal $70 (formerly $55); the third use $60 (formerly $55); fourth to 13th uses $57 each (formerly $55), 14th to 20th uses $15 (formerly $9.62); all over 20 are $10 each (formerly $9.62). Class A program commercial rates for principals off camera start with $70 for a single use (up from $55) and like the on-camera rate are less for each successive use to $7.50 for all above 20 (formerly $7.43). For 13 uses in 13 weeks the new rate for principals on camera is $615, compared to $580 previously, with additional uses at $51 apiece. Off camera, it's $485 vs. $425, with additional uses at $36.60 each. The SAG summary also details group on-camera and off-camera class A program commercial rates.

For class B program commercials the new rate for principals on-camera is $210 (formerly $170); for principals off-camera the rate is now $150 (formerly $125); groups from 3-4 on camera now get $178.50 each; of 5 or more, $157.50; off-camera group rates are $57.50 each for 3-4; $50 for 5 or more.

New rates for class C program commercials principals on camera $145 (formerly $120); principals off camera, $95 (formerly $80); groups on comera, 3-4, $123.25, 5 or more, $108.75; groups off camera, 3-4, $50, 5 or more, $50.

Six-month rates ▪ For dealer commercials the old one-year contract rates are eliminated with six-month rates substituted: principals on camera, now $450 (formerly $375); principals off camrea, $410 (formerly $250); groups of three or more on camera, $450; groups off camera, 3-4 $145, (5 or more, $125). Cost of off-camera signatures now ranges from $45 for members of groups of 5 or more on class C program commercials to $235 for individuals for class A program commercials; the range was formerly from $35 to $170.

The final section of the SAG summary of the new contract, added "important improvements in conditions," includes:

▪ New limits imposed on exclusivity. Scaled players may now be required to give exclusivity only for competitive products. "Only players receiving double scale for session and use payment required to grant complete exclusivity." Players receiving scale plus 10% may be required to grant exclusivity beyond a competitive product but short of complete exclusivity. SAG points out that formerly there was no limitation on exclusivity requirements.

▪ The use and re-use fees covered Canadian and Mexican as well as U. S. showings but a new provision requires other foreign showings of the commercial to "be the subject of individual bargaining with the player at not less than an additional session fee."

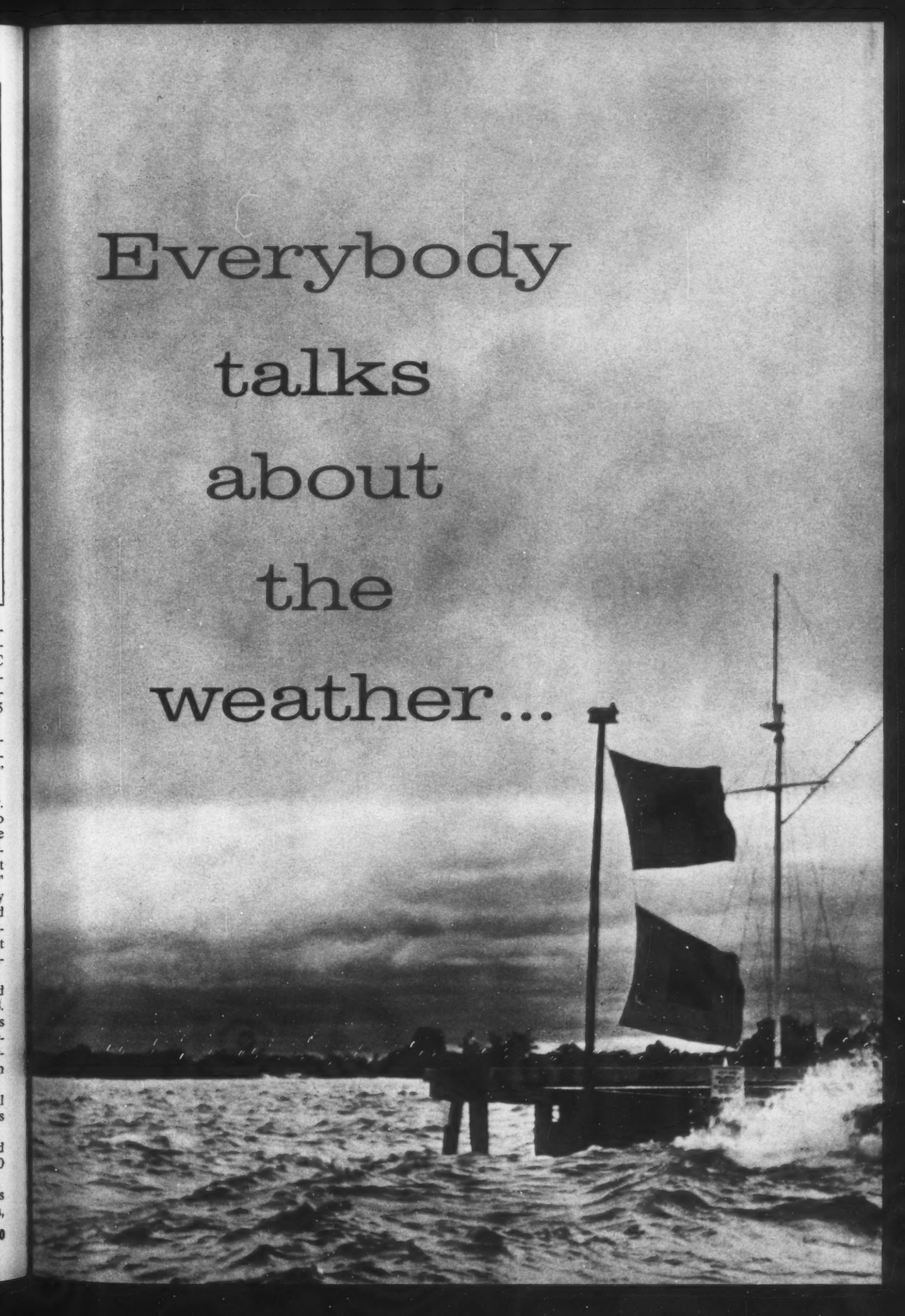
▪ The maximum of use for seasonal commercials is reduced from 39 months to two consecutive seasons.

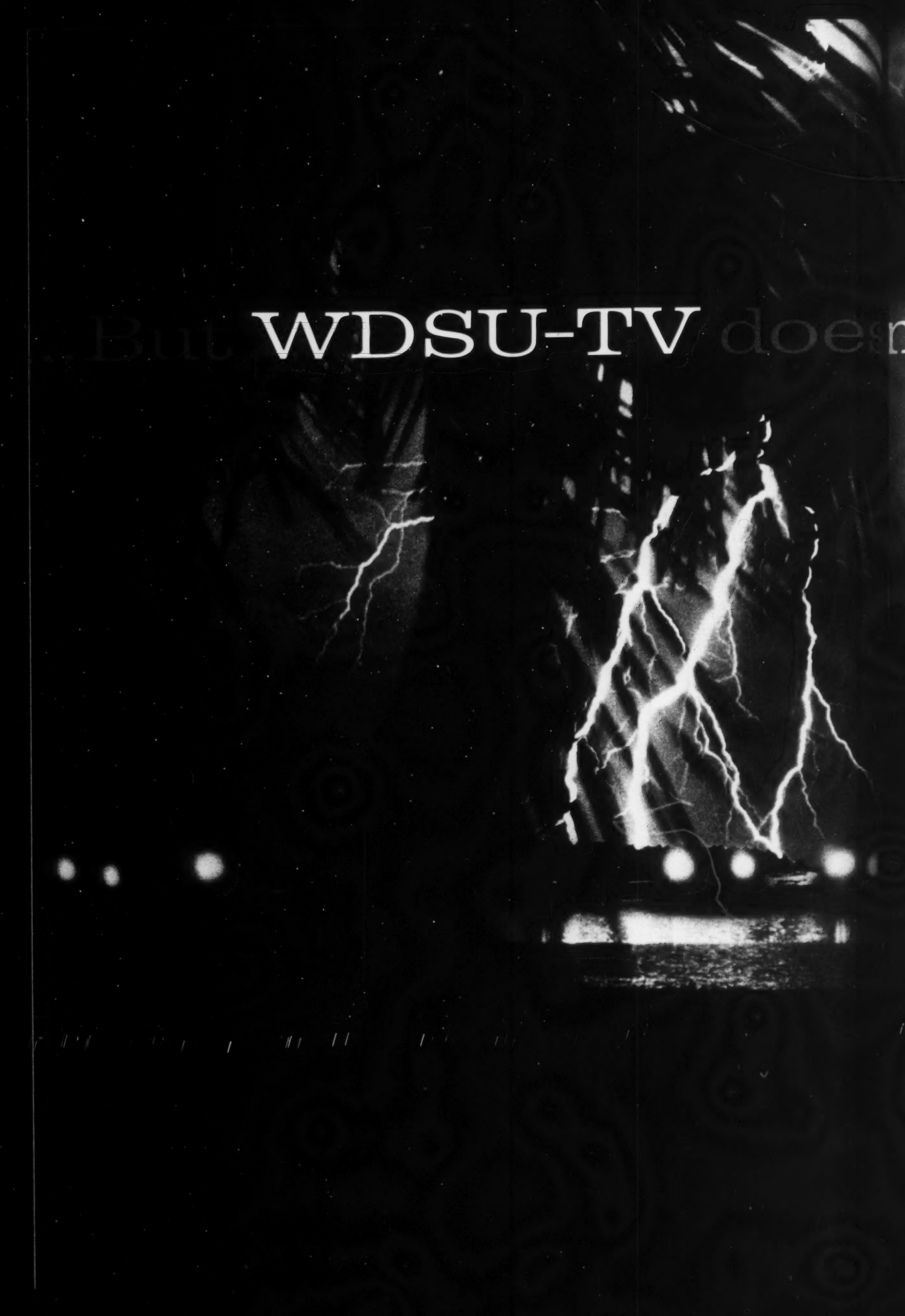
▪ The maximum period of use and re-use off camera is reduced from 30 months to 24 months.

▪ Time of payment is set at 10 days after service rendered for session fees,

Cruel, cruel KOOL

Timebuyers in New York fighting slush and transportation difficulties, due to the 17-inch snowfall, could think of sunny Phoenix last week. Starting last Thursday (Dec. 15) and to run for three more days, a spot was aired during the morning stint of Jack Sterling on WCBS radio. The 30-second announcement, placed directly by KOOL-AM-TV Phoenix, mentioned the snow and cold weather in the East, gave the temperature in Phoenix "in the sun beside all those swimming pools" and mentioned: "I'll bet all the timebuyers in New York are trying to get out there right now. But if you are a timebuyer and cannot get to Phoenix you can get the full Phoenix market story" by calling the station.


Everybody
talks
about
the
weather...


WDSU-TV

most about it!

WDSU-TV employs the full-time services of a private weather forecasting firm, headed by nationally known meteorologist Nash Roberts. And in New Orleans only WDSU-TV uses its own weather radar.

No wonder more New Orleanians depend on WDSU-TV for authoritative weather information than any other source.

For in New Orleans, where recreation and industry are substantially outdoors, weather is especially important.

FORECAST:

Good sales climate and continued fair weather —when you advertise on WDSU-TV.

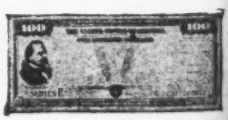
In New Orleans, only WDSU-TV gives you the complete weather picture.

"Our people jumped at the chance when we offered the Payroll Savings Plan"

"We invited every employee in the company to come along with us on the Payroll Savings Plan and invest in U.S. Savings Bonds regularly. The response was excellent. People appreciate having the tough job of saving done *for* them—and a lot of them took time to thank us for it. And besides feeling good about building a nest-egg, they're proud to be part of an effort that helps keep our country strong. This Plan makes them feel they 'belong,' and that's the best kind of personnel relations."

If your company hasn't gotten around to putting in the Payroll Savings Plan, contact your State Savings Bonds Director and let him show you how simple the Plan really is. Get his experienced help in presenting the Plan to your organization. Or write Savings Bonds Division, U.S. Treasury Department, Washington, D.C.

ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN ½% MORE THAN BEFORE



BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

21 days after commencement of cycle for wildspots, 21 days after each use for class A program commercials and 14 days after commencement of cycle class B and C program commercials. Penalties for late payment are set at $1.50 a day for the first five days and $2.50 a day thereafter up to a maximum of $25.

▪ Dealer identifications and tags: on camera—$25 each; off camera—$15 each.

▪ Singers' contracts now call for a five-minute rest period in each hour of recording.

▪ Female players now will be given an allowance of $7.50 per garment for evening wear.

Ad Council support cited as answer to tv critics

Some 300 top echelon Hollywood broadcasting, advertising and production executives were thanked Dec. 7 for supporting a total of 14 major campaigns of The Advertising Council and giving some help to 63 other council public service campaigns. The thanks were expressed by Edwin Ebel, advertising vice president of General Foods, vice chairman of the council and chairman of its national television and radio committee, at the council's annual Hollywood luncheon.

In the last year, almost $182 million worth of advertising—time, space and talent — were contributed to council campaigns by the nation's communications services, he said. Network commercials alone, Mr. Ebel stated, delivered over 17 billion tv-radio home impressions last year. He cited this as an effective answer to the "unwarranted criticism of television in its role as a public servant."

James Aubrey, president, CBS-TV, said that it had been relatively easy to obtain cooperation of sponsors of full programs in using council campaign announcements on their shows, but the hour-long multi-sponsored programs had presented a more difficult problem. He said CBS-TV has solved the problem by ordering all of these shows clipped by 10 seconds for a council message, beginning in January. Walter Scott, executive vice president, NBC-TV, said that all producers of programs for this network had been told to cooperate fully with the council. Oliver Treyz, president, ABC-TV, said that this network had ordered the inclusion of a 10-second council spot in all programs.

Rep appointments...

▪ WLUK-TV Green Bay, Wis., and WLUC-TV Marquette, Mich. (both Morgan Murphy Stations): Young Television Corp., N. Y.

▪ KRML Carmel, Calif.: The Bolling Co.

ENDORSEMENT FOR PUBLIC AFFAIRS

Three tv advertisers relate sales and audience impact

Public affairs programming received a strong endorsement from three network tv advertisers—each of them a regular sponsor of a public affairs series this season—at an Academy of Television Arts & Sciences discussion Dec. 13 in New York.

Increased sales and an influx of viewers' letters point up audience approval of public affairs sponsorship, agreed Peter Peterson, executive vice president, Bell & Howell Co.; David Burke, manager, institutional programs, General Electric Corp., and Thomas Adams, supervisor, television programs, Young & Rubicam, agency for Gulf Oil Co.

Seated with the sponsor representatives on the ATAS panel moderated by Robert L. Foreman, executive vice president, BBDO, were: Irving Gitlin, executive producer, creative projects, NBC News & Public Affairs; Robert Lang, vice president, administration, CBS News, and Alfred Schneider, vice president, administration, ABC-TV. They discussed the increased attention being given public affairs programming by advertisers, networks and agencies.

Among the public affairs sponsorship motivations cited by advertisers:

▪ There is a buyers' market for the programs, advertisers are able to secure the most advantageous purchase arrangement.

▪ Controversial programs tend to stimulate greater sponsor identification than the run-of-the-mill format of most entertainment programs.

▪ These programs provide advertisers with the opportunity to appeal to the growing maturity of the American audience.

Now in its third year of public affairs sponsorship, Bell & Howell's policy, as stated by Mr. Peterson, is: "It's good for business. Sponsor identification is higher . . . brand image goes up . . . and Bell & Howell must focus on what is good for us."

He continued: "All our studies show that the vast majority of the total audience approves of Bell & Howell's public affairs programming." As for the opposition elements of the audience, it was Mr. Peterson's contention that "universal approval is not altogether an advantage" as when programs get to the point where it's a case of "the bland leading the bland."

Fan Mail ▪ Mr. Burke said GE gets its greatest encouragement to continue public affairs sponsorship from the amount of mail received from viewers. GE was particularly impressed with the more than 10,000 letters received after its recent "Influential Americans" special program on CBS-TV. Mr. Schneider cited the heavy mail received by ABC-TV's Ralston Purina-sponsored *Expedition* series.

Questions as to whether the networks should buy public affairs programs from outside producers provoked heated discussion among the network executives. Mr. Gitlin climaxed his argument against non-network programs with a statement that a network staff operates under management's mandate and that this involves "the freedom to make mistakes." Mr. Gitlin also asserted that because the public affairs area is new and "staffs are just learning how to do these things [shows] . . . the networks must do their own to provide feedback into the organization."

Mr. Schneider countered that it's ABC's policy to develop wherever it can toward building a "vigorous" public affairs department even if it means hiring outside producers. The latter people, if competent, can create "incentive" among network people, he noted, adding that the network will continue to hold the responsibility for editing.

Mr. Lang asserted the "initiative" must lie with the network: "Either we accept the responsibility, or we farm it out."

Mr. Peterson said he agrees the networks do not have to make money on public affairs. He said, "It is a service they should provide . . . like a public utility . . . and they have a responsi-

It isn't stereo, but...

In an inter-media arrangement as novel as the New Year, KTTV (TV) Los Angeles will sponsor the Jan. 2 Spanish language radio broadcast of the Tournament of Roses Parade on KWKW Pasadena. Concurrently, KTTV will be telecasting the event, with Pacific Telephone as its sponsor. KWKW will tell its audience to tune their tv sets to KTTV, then turn out the sound and replace it with the Spanish description of the parade on KWKW. The KTTV commercials on KWKW, which will promote the tv station's nighttime programming, will be placed at different times than the Pacific Telephone spots on KTTV to prevent any conflict between video and audio. The unique cross-media set-up was arranged by Jack O'Mara, advertising vice president of KTTV, and William J. Beaton, general manager of KWKW.

bility" to carry these programs. "Why can't a network afford to lose $1-2 million a year," he asked, pointing out that Bell & Howell spends 6 or 7% of its income on development and research each year. Mr. Lang said "no network makes money on public affairs. We kid ourselves if we think they do." However, Mr. Lang added that Firestone's *Eyewitness to History* series "is now paying its way."

The overall importance of public affairs presentations on television seemed to be summed up by Mr. Gitlin's remark that "anyone who participates in a pervasive medium like television has a responsibility to the part that tv plays in the safety of this nation."

Inaugural tv coverage to follow '57 pattern

Sponsorship of the Presidential Inaugural Day ceremonies Jan. 20 will follow the same general basic rules that applied to coverage of the major party conventions last summer.

Network and Inaugural Committee representatives agreed on procedure for the ceremonies at a Dec. 15 meeting in Washington. In general the coverage will follow the pattern of the 1957 inauguration.

NBC-TV has announced that Purex Corp., South Gate, Calif. (bleach, cleansers) will sponsor the five to six hours of coverage of the Capitol-to-White House parade up to the inaugural ball (BROADCASTING, Dec. 5). Actual swearing-in of President Kennedy and his inaugural address will be carried by all radio and tv networks on a public service basis.

Hanes Hosiery Inc., New York, has bought the 45-minute CBS-TV inaugural ball coverage through J. R. Flanagan Adv. Agency, New York.

Representatives of the networks agreed they would prefer to pick up only one of the two inaugural balls, to be held at the Washington Armory and Sheraton Park Hotel. They said their preference would be 11:15-12 midnight at the Armory, provided the new President makes an appearance at that time.

An early recommendation that networks pay part of the cost of erecting stands where cameras are placed appears to have been laid aside. The networks are participating in inaugural financing as guarantors.

Sponsor copy-content material will be submitted to the inaugural committee on a courtesy basis, following the method that prevailed at the Democratic convention. Good taste will be the usual criterion.

Among those who conferred Dec. 15 were J. Leonard Reinsch, Cox stations, assistant to General Chairman Edward H. Foley of the inaugural group in charge of radio-tv; Sam Brightman, publicity director for the inauguration; Jack Christie, radio-tv director of the inauguration; Lewis W. Shollenberger, CBS; Robert Fleming, ABC, and Elmer Lower, NBC.

The Purex buy on NBC-TV was placed early in the autumn but not announced until late November. The cost of time and production has been estimated at $250,000. Purex agency is Edward H. Weiss Co., Chicago.

Madison Ave. courier makes appointed rounds

Desperate situations require desperate measures. On the agency front in New York last Monday (Dec. 12), Madison Ave. and its environs shivered under a 17-inch snow blanket, stopping all wheels. But one agency executive could not be stopped from his appointed rounds. Bruce M. Dodge (standing, l), executive vice president of North (what else?) Adv., rented a horse, sleigh and driver from one of a few remaining Manhattan stables to call on clients. His first stop was at Lanvin Parfums Inc., located in the Savoy-Hilton Hotel on Fifth Ave., where Edouard Cournand (standing, r), president of Lanvin, told his plight about missing scheduled Christmas deliveries. Agency-client services reached a notably warm point as Messrs. Dodge and Cournand loaded the sleigh with scented parcels and glided off to Saks Fifth Avenue and other stores.

'McCall's' tries for more tv use of its 'tag'

McCall's magazine is revving up its "use-tested" tag merchandising and has retained a broadcast commercial spokeswoman for qualified advertisers. Miss Duncan MacDonald, national and regional network personality, will be *McCall's* "Katherine Austin," assigned to appear in radio-tv commercials for advertisers that want to promote the *McCall's* use-tested tag. She also will cooperate in advertisers' sales and promotion campaigns.

Although the use-tested program is about five years old, the tag has had little exposure on the air. The Katherine Austin broadcast program will be used to bring in more blue-chips. Since inception of the testing, 237 products have been tested in *McCall's* laboratory and received the tag, which gives the consumer detailed product information. Current use-tested advertisers include makers of large appliances, home furnishings, rugs, cosmetics and other merchandise. The magazine publishes occasional articles about the tests.

Miss MacDonald has been in tv since 1950, serving with the old DuMont network, NBC-TV's *Home*, more recently the Yankee Network and during the past year the Women's Broadcasting Syndicate. She also is a writer and cookbook author.

RAB plans cash awards

Radio Advertising Bureau will make major cash awards in 1961 to creators of the best new radio commercials during the year.

Kevin B. Sweeney, RAB president, said incentive awards of $1,000, $500

Jack Harrington
Turk Righter
Jim Passas
Ed Rice
Lon Nelles
Jack Clark
Cris Rashbaum
John Dickinson
Bob Gilbertson
Carroll Layman
Burt Adams
Frank Grindley
Bill Yonan
Walter Knight
Bill Snyder
Frank Dunphy
Dick Gardner
Briggs Palmer
Jay Walker
Bob Lamkin
Ken Brown
Howard Shepard
Frank Rice
Art Elliot

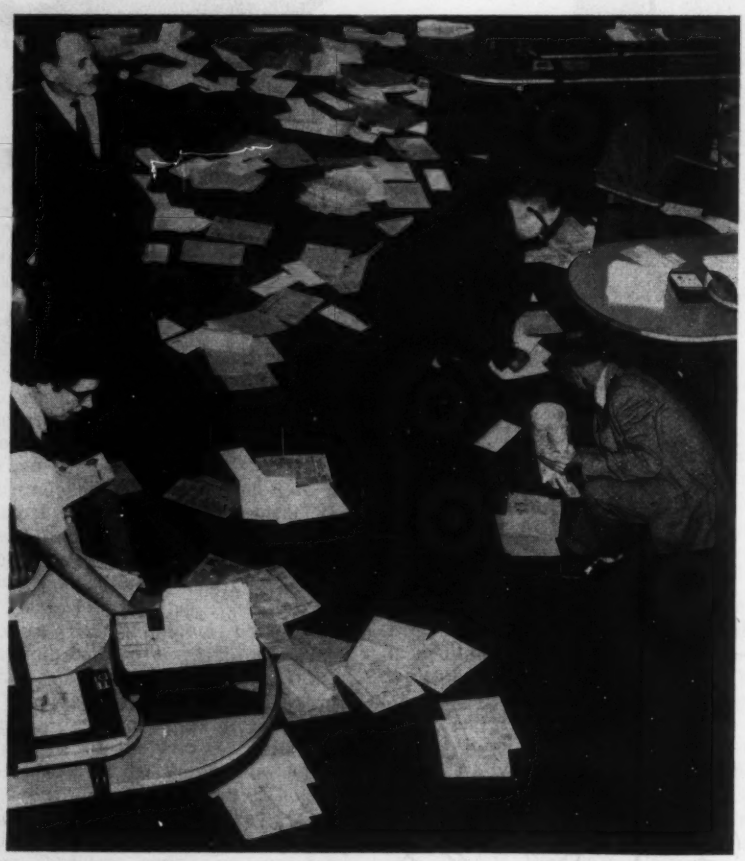
Red Skelton visits his sponsor's 'home'

Comic Red Skelton, now recuperating from a diaphragm hernia operation in Hollywood, packed his luggage and cameras last month for his taped telecast on CBS-TV Dec. 27. The tv personality originated his post-Christmas program from the "home" of his sponsor—in this case, the Racine (Wis.) headquarters of S. C. Johnson & Son.

In addition, the show represents a zenith in sponsor identification, since the entire show will be built around the sponsor's plant and its executives.

Mr. Skelton and his crew journeyed to Racine several weeks ago to tape the program. The telecast is designed to kick off Johnson's 75th anniversary celebration, to be observed in 1961. The taping session lasted four days and included a crew of 50 people from the comic's regular cast, plus H. F. Johnson, board chairman; Howard M. Packard, president, and William N. Connolly, vice president, all Johnson executives.

The wax product firm recently picked up the remaining alternate-week sponsorship of *The Red Skelton Show,* with the departure of Pet Milk Co. in January.



No, this isn't the aftermath of Hurricane Donna. It's the aftermath of Hurricane Kadiddlehopper (alias Red Skelton)—and his efforts as a mail boy in Johnson's Wax plant in Racine, Wis., where the Dec. 27 "Red Skelton Show" was taped for showing on CBS-TV.

and $250 will be made during 1961. He reported that rules of the contest will be circulated among the nation's advertisers and agencies during the next few months. This marks the first time that RAB is offering cash awards. Golden record plaques are presented every year by RAB to the agencies and advertisers responsible for the "most effective" radio commercials.

Agency appointments...

▪ Candy-Gram, Chicago, (Western Union's candy-with-telegram service) appoints Cole, Fischer & Rogow, N. Y., as its advertising agency. A nationwide radio campaign is being launched immediately to reach Christmas shoppers, the agency reported. Arthur A. Fischer, chairman of CF&R's executive committee, will personally handle the account and will make all time and space buys.

▪ Arnold Bakers Inc., Port Chester, N. Y., appoints Donahue & Coe, N. Y., as advertising agency for full line of breads, rolls, cookies, and specialty items.

▪ The Endicott Johnson Corp., Endicott, N. Y., shoe manufacturers, appoints Hicks & Greist, N. Y., as advertising agency.

▪ The Pearson Candy Co., Minneapolis, manufacturer of nationally distributed candies, appoints Knox Reeves, that city, as its advertising agency, effective Jan. 1, 1961.

▪ Bowman Dairy Co., Chicago, appoints North Adv., that city, to handle advertising for Bow-Cal new 900 calorie dietary weight reduction food. Product will be introduced in Chicago market shortly.

▪ Elanco Products Co., Indianapolis, a division of Eli Lilly & Co., appoints Henderson Advertising Agency Inc., Greenville, S. C., to handle advertising for a new line of lawn and garden chemical products to be introduced this spring.

Deadline nearing for radio-tv ad contest

H. M. Packard, president, S. C. Johnson & Son, and Harry Ackerman, president, Academy of Television Arts & Sciences, have accepted invitations of the Hollywood Advertising Club to serve as final judges for the HAC International Broadcasting Awards competition. A first in tv-radio history, the contest is open to advertising agencies, broadcasters, commercial producers or anyone else wishing to submit radio and television commercials broadcast anywhere in the world during the calendar year of 1960. Television commercials may be in any language. Radio commercials must be in English.

In announcing the first two of the final judges, Don Estey, IBA chairman, pointed out that the deadline for the receipt of entries in Hollywood is Dec. 31. He urged prospective contestants who have put off sending in their checks to do so immediately and promised that the kits which the club has prepared for the entries (discs for radio, film for tv) will be sent airmail to enable the entries to reach the club by the deadline date. Anyone who has not yet requested the brochure containing the entry blank should do so by airmail or preferably telegram or radiogram, Mr. Estey said.

About 400 entries had been received as of last Wednesday (Dec. 14), Mr. Estey reported, noting that those from countries overseas were just starting to

Us WDAY cave men sure get the WIMMIN!

Every audience survey *ever* made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey — a 55-county Pulse Area Report made March 1-28, 1960 — repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can't be our glamorous *youth*, because we are one of the oldest radio stations in the U.S.A. So maybe it's our cave-man strength and beauty. We dunno. Why don't you ask PGW?

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

arrive. Great Britain, with 22 entries to date, leads the foreign nations in number of commercials submitted in the competition.

Final judging by Messrs. Ackerman and Packard and other top echelon executives from broadcasting and advertising will occur Feb. 6, 1961, in Hollywood. The following evening, Feb. 7, the first IBA winners will be announced and the awards presented to the winners at a banquet, to be held at the Moulin Rouge in Hollywood. The final judges will make their selections from the top 10 entries in each of nine categories of television commercials and seven classes of radio spots. These top 10 in each class will be chosen by committees of preliminary judges, producers for tv, radio station executives for radio. The judges will also make two special awards for the best commercial of all local tv and radio entries regardless of category, and a sweepstakes award for the best commercial entered in the competition, radio or tv, local or national (or international).

The television awards are broken down by length of spot and whether they are live action or animation or a combination of the two techniques. The radio awards are also classified by length and into musical or spoken spots. In addition, six technical awards will be made for tv, for the best direction, editing and camera work in both live action or animation.

Civil War data aid

A committee on advertising has been formed on a volunteer basis to aid advertisers and agencies on observance of the 100th anniversary of the Civil War, in cooperation with the Civil War Centennial Commission.

The committee will prepare a pamphlet suggesting tie-ins with the centennial for radio, tv, newspapers and magazines. Another function will be to direct interested advertisers to Civil War experts who can provide them with historically accurate information. In the past incorrect and objectionable statements have caused sectional resentment, the commission said.

Kermit V. Sloan, Curtis Pub. Co., Philadelphia, is chairman of the group. Vice chairman is Lloyd Howard, head of his own New York advertising agency. R. C. (Jim) Brown and George C. Whipple Jr., both of BBDO, New York, are secretary and publicity director, respectively.

M-E gets NBC ad business

NBC last week appointed McCann-Erickson, New York, to handle its advertising, effective March 1961, replacing Grey Adv., New York, which has had the account for seven years. Billing is estimated at $2 million. Emerson Foote, M-E president, will supervise the NBC account.

Grey circulated a memorandum to its staff, announcing that it had resigned the NBC account but gave no reason for the action. The memo stressed that Grey will continue to handle the business of the RCA Victor division, which, like NBC, is a unit of RCA.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 8-14 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Dec. 8	**Peter Pan** (7:30 p.m.)	NBC-TV	35.1
Fri., Dec. 9	**Flintstones** (8:30 p.m.)	ABC-TV	27.7
Sat., Dec. 10	**Gunsmoke** (10 p.m.)	CBS-TV	27.2
Sun., Dec. 11	**Candid Camera** (10 p.m.)	CBS-TV	36.4
Mon., Dec. 12	**Bob Hope** (9:30 p.m.)	NBC-TV	33.5
Tues., Dec. 13	**Garry Moore** (10 p.m.)	CBS-TV	26.0
Wed., Dec. 14	**Perry Como** (9 p.m.)	NBC-TV	27.2

Copyright 1960 American Research Bureau

C.E. Frank affiliates with Weekley & Valenti

An affiliation agreement with Weekley & Valenti, Houston agency, has been announced by Clinton E. Frank in a move designed to coordinate advertising for its newly-acquired $3.5 million Continental Oil Co. account.

Though each agency will continue to operate autonomously they have evolved a coordinated operational procedure geared for "maximum efficiency and creativity" on behalf of the broadcast-minded Conoco account. Frank inherited the account from Benton & Bowles effective Dec. 1. W & V has been handling sales promotion and collateral material for Continental in its 27 state area and its co-partners, Weldon T. Weekley and Jack J. Valenti, have had wide experience in the petroleum business (both formerly were associated with Humble Oil Co.).

Radio and tv timebuying will be handled primarily out of Frank's Chicago headquarters office where the account will be serviced.

AFA plans ahead

The Advertising Federation of America is looking ahead. The 1964 convention will be held in St. Louis, it was announced last week by AFA Board Chairman James S. Fish, advertising vice president of General Mills, Minneapolis. The 1963 meeting will be in Atlanta, 1962 in Denver and 1961 Washington, D. C.

The 1963 and 1964 locations are based on decisions made at the AFA board's last meeting, with details presumably to be worked out later. Washington convention dates are May 27-31 and the following year in Denver it will be June 24-27 for a joint meeting between the AFA and Advertising Assn. of the West. Last spring's AFA convention was in the organization's headquarters city, New York.

The emotional impact of words on women

"For generous savings, hurry to your neighborhood grocery and get some of Blugg's rich, magic instant heavy whipped cream, ladies!" This approach to women customers, occasionally used by radio copywriters, is low in "emotional impact," according to a survey conducted by KOL Seattle.

The station sent printed questionnaires to a random sample of women listeners who had been in contact with them for some purpose. Of the 250 sent, 138 were filled in and returned.

Popular radio copy words such as "saving," "economical," "rich," "generous," "sophisticated," and "magic" had little emotional impact on the distaff audience. "Rhythm," "excitement," "relax," and "lovable" were the words most women associated with fun or enjoyment. The term "masculine" struck a responsive chord with 35.5% of the ladies while "feminine" appealed to 28.3%, but words with male connotation such as "heavy," "strong," and "powerful" drew low ratings. The word "color" ranked relatively high (39.9%) and the colors that meant fun to the housewife were: red (19.6%); green (18.8%); blue (17.4%) and yellow (9.4%).

Copies of the condensed results of the station's word-impact survey are offered free to agencies, copywriters and other interested parties. Write Robert Ward, KOL, Harbor Island, Seattle 4, Wash.

Nothing

Outshouts

Quality and

Integrity

Broker group studies national grocery ads

An almost plaintive plea for greater cooperation among food brokers, grocery manufacturers and advertising agencies, in the preparation of advertising campaigns, issues from the pages of an exhaustive survey of food brokers across the nation.

The survey was conducted by the National Food Brokers Assn. and Ketchum, MacLeod & Grove Inc. in an effort to learn why some national grocery advertising is not successful at the local level. More than 1,000 food brokers, or 53% of those queried, returned fully completed questionnaires.

The report reveals that brokers accept the importance of national advertising. But, it also shows that brokers feel there is "a lack of communication between the market planners at headquarters—or in the advertising agency —and the sales force in the field."

Brokers are demonstrated as believing that their knowledge of local areas —gained through years of living and working in them—is not being utilized.

The complete report, which together with associated material, runs to 82 pages, is being mailed to all NFBA members.

Creativity held vital in all agency areas

Creativity extends beyond copy and art to other agency activities and creative ability is just as important in the hiring of personnel as a knowledge of media statistics, according to a midwest agency executive.

Addressing consumer media representatives in Minneapolis, Ralph Klapperich, vice president and media director of Knox Reeves Adv., pointed out that words and pictures are merely tools for expressing creativity. Production, research, account and media people all can and should have ideas which can be translated into a creative approach for solving media problems, he told the representatives attending an agency open house Nov. 29-30. Mr. Klapperich cited Knox Reeves' management policy encouraging creativity at all department levels.

Howard Jones, another Knox Reeves vice president and speaker, challenged the sameness of too many products and advertising messages, particularly commercials, and called for more creativity in building a distinctive product image.

Business briefly...

Philip Morris Inc. (Leo Burnett) and **Hygrade Products Corp.** (W. B. Doner) bought national sponsorship of NBC-TV's coverage of the National Football League championship game in Philadelphia Dec. 26 (Monday), which also will be sponsored on a regional basis by the following advertisers: **National Brewing Co.** (W. B. Doner); **Liebmann Breweries** (Foote, Cone & Belding); **Falstaff Brewing** (Dancer-Fitzgerald-Sample); **Standard Oil of Indiana** (D'Arcy); **Standard Oil of Ohio** (McCann-Marschalk); **Hills Brothers Coffee** (N. W. Ayer & Son), and **Theo F. Hamm Brewing** (Campbell-Mithun).

Stephen F. Whitman & Sons (candy), Philadelphia, has signed to sponsor the Feb. 7 special program in NBC-TV's *Story of Love* series (Tue., 10-11 p.m. EST). Whitman will sponsor a tv adaptation of W. Somerset Maugham's *A String of Beads*. Agency: N. W. Ayer & Son, Philadelphia.

Procter & Gamble Co., Cincinnati, has picked up one-half of ABC-TV's telecast of the Academy of Motion Pictures Arts & Sciences' annual Oscar awards ceremonies slated for next April 17. Program starts at 10:30 p.m. EST and runs about two hours. Agency: Grey Adv., N. Y.

Studebaker-Lark has expanded the lineup of stations that will carry the new *Mr. Ed* half-hour tv film series from 106 to 115. Several additional stations may be added before the show goes on the air in early January. Studebaker-Lark estimates that its total costs for the program will run more than $3 million. Agency: D'Arcy Adv., St. Louis and New York.

Joseph Schlitz Brewing (J. Walter Thompson), **Liggett & Myers Tobacco** (Dancer - Fitzgerald - Sample), **Carter Products** (Sullivan, Stauffer, Colwell & Bayles) and **Bristol-Myers** (Doherty, Clifford, Steers & Shenfield) have signed to sponsor CBS-TV's *Sunday Sports Spectacular,* a 13-week series spotlighting many sports events not frequently carried on tv. The series starts on Jan. 8 (Sun., 2:30-4 p.m. EST). Among the events to be carried are an air show, the world bobsled championships, auto racing and golf and billiards (the latter two sports will feature comedian Jackie Gleason competing with golfer Arnold Palmer and billiard player Willie Mosconi).

Hanes Hosiery Inc., N. Y., has bought a 45-minute CBS-TV pickup of the Presidential Inaugural Ball from Washington and at the same time is shopping stations for a 10-15 week tv spot campaign, through J. R. Flanagan Adv. Agency, N. Y. Earlier NBC-TV announced sale of complete inaugural coverage to **Purex Corp.** (through Edward H. Weiss Co., Chicago).

Sylvania Electric Products (Kudner), **Sofskin** (Kastor, Hilton, Chesley, Clifford & Atherton) and **American Sheep Producers Council** (Potts-Woodbury) begin participation next month in ABC Radio's *Breakfast Club*. Other new participants in the weekday morning show include **A. E. Staley Mfg.** (Erwin Wasey, Ruthrauff & Ryan) and **Food Specialties** (Charles F. Hutchinson), both starting before the end of the year and continuing through first quarter of 1961, and an additional schedule ordered by **Red Book Magazine** (Lawrence C. Gumbinner).

Goodyear Tire & Rubber Co., Akron, Ohio, will sponsor *The Man and the Challenge,* a weekly half-hour film series, for 52 weeks on the five-station Central American Television Network, starting in early January. The Goodyear buy follows closely a similar purchase on same network by distributors of Nestle products (BROADCASTING, Nov. 7). Both orders were placed through ABC International Div. of American Broadcasting - Paramount Theatres.

Pepsi-Cola Co., N. Y., will join the sponsor list of ABC Radio's new daily

A strengthener' for woman's nails

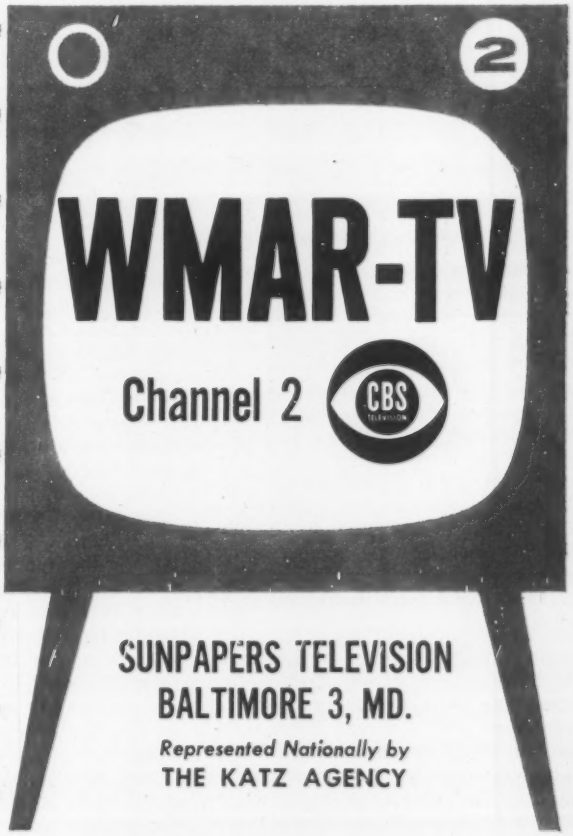
Following up on a fast west coast start, Lanolin Plus next month will break a national campaign for the new Color Plus polish with nail strengthener. Buying day and night tv minutes in the top 30 markets, the client is emphasizing tv in media plans and expects to expand the market list as distribution is completed. The "beauty shot" at right is a frame from a series of commercials prepared by Daniel & Charles, New York, agency for Lanolin Plus. Morton Edell, president of the Newark, N.J., cosmetic company, and Joseph Chira, advertising director, said results of test marketing in California, supported heavily by tv minutes, were

"unprecedented." Color Plus sells for $1 plus tax in stores and also is in use in beauty shops.

2
"SEASON'S GREETINGS . . .

2
TO YOU AND YOURS" . . .

2
. . . IN MARYLAND MOST PEOPLE
WATCH WMAR-TV, CHANNEL 2.


2
WMAR-TV
Channel 2
CBS
SUNPAPERS TELEVISION
BALTIMORE 3, MD.
Represented Nationally by
THE KATZ AGENCY

feature, *Flair*, on Feb. 20, 1961. The 17-week order is in addition to the soft drink company's sponsorship of ABC Radio's weekday news. Agency: BBDO, N. Y.

B. F. Goodrich (BBDO), **American Tobacco** (Sullivan, Stauffer, Colwell & Bayles), **Colgate-Palmolive** (Ted Bates), **Ebonite Co.** (John C. Dowd), **Schick Safety Razor** (Compton) and **Whitehall Labs** (Ted Bates) will sponsor NBC-TV's colorcast on the 12th annual Senior Bowl football game from Mobile, Ala., Jan. 7.

Also in advertising...

Greetings from RAB ▪ The Radio Advertising Bureau has sent its member stations a series of 10 Christmas cards for distribution to retail advertisers. The cards, designed in traditional hues of hollyberry and evergreen, combine sentiment and sound selling advice. They offer retailers tested promotion or service ideas that are likely to increase Christmas sales—and each of the suggestions can be keyed to radio advertising. Some of the pointers: "One retailer sent his Santa to homes in underprivileged areas where the old boy distributed free gifts. This makes a fine subject for radio copy." "To give Yule shoppers a special treat, offer a 'treatment' for tired feet." All the cards contain this message from the station: "Ideas like this one are our stock in trade. When can we discuss them with you?"

Awards competition ▪ Plans are being made for the Sixth Annual Advertising Awards competition of the Assn. of Industrial Advertisers. The competition will give awards in 10 different advertising and promotional categories. More information is available from Jerry Holtz, AIA awards chairman.

Daytime record ▪ With $7.5 million in new and renewed business signed in the four-week period ending Dec. 9, ABC-TV's Monday through Friday daytime schedule (11 a.m.-5 p.m.) is 84% sold out for the month of December and the first quarter of 1961. The sales figure represents the highest four-week sales record in ABC-TV's daytime history, since 1958, according to Edward Bleier, vice president in charge of daytime sales. In the past six months, ABC-TV increased the number of different sponsors for its daytime schedule by 110%, with the current total at 77 advertisers.

Learn while you work ▪ The League of Advertising Agencies will co-sponsor an advertising work-in-training course at New York City College's Bernard M. Baruch School of Business and Public Administration. A liaison committee has been formed by the league to obtain part-time employment in advertising for students enrolled in the course. The committee will interview and evaluate job candidates, recommend areas of job training in which each student's talents can best be utilized, and arrange placement interviews.

Doc gets tv RX

A Georgia veterinarian, who wants to advertise on tv but is prohibited by his profession's code of ethics from using any media, admittedly has a doggone problem on his hands. But the Television Bureau of Advertising indicated in a letter to the veterinarian there are more ways than one to skin a cat. The bureau suggested that he might elect to sponsor a suitable program on a local station, and he might film or tape a series of one-minute announcements, titled perhaps, "Critter Corner," that could relate some interesting facts about animals and birds. A courtesy announcement could be included in the one-minute spot stating: "The preceding was brought to you by Dr. ..... as a service to all people who love pets." TvB observed: "No 'sell' would be required . . . by using this technique. You will be selling a point of view to viewers—'here is a man who by his very conduct and manner must surely love animals. The next time I need someone to take care of my pet, I want that man to do it.' "

Keep senior citizens productive, admen told

Serving the senior citizen will present the major challenge to advertising and merchandising during the decade ahead, Tyler MacDonald, senior vice president and director of marketing, Hixson & Jorgensen, of Los Angeles, told a workshop session of the Hollywood Ad Club.

Over the past 30 years, Mr. MacDonald recalled, the challenge to advertising-sales has changed from "depression" to "war and scarcity" to "postwar and more scarcity" and to the "togetherness," "suburbia" and "breeding" of the 1950's. Now, he said, the challenge is to meet the age of abundance of goods, resources and people, especially older people. "We must keep our senior citizens productive, keep them interested in travelling, in using, and enjoying," whatever goods and services the American economy has to offer.

Mr. MacDonald also foresaw the death of the wholesaler in the distribution pattern as a phenomenon of the 1960's. The sheer logistics are too complicated for today's fast service requirements, he said, and a more direct contact between retailer and provider is desirable and inevitable.

Dr. Raymond Jessen, project director at Corp. for Economic & Industrial Research (CEIR) and member of three-man statistical committee studying broadcasting ratings for the House Legislative Oversight Subcommittee, called for more analysis, more fundamental research, more experimentation to produce new market research techniques to meet the demand of the 60's for measurements of present conditions rather than historical data.

Record billing high seen from baseball

The American League's long-awaited and controversial expansion movement likely will produce an all-time high baseball radio-tv billing for 1961, if early indications are a gauge.

New franchises in Washington and Los Angeles and a new territory in Minneapolis-St. Paul have triggered an early surge which should easily surpass baseball's $70 million record established during the 1960 season (BROADCASTING, March 14).

The new Washington operation, headed by Gen. Elwood (Pete) Quesada, chief of the Federal Aviation Agency, already has signed a contract with WTOP-AM-TV Washington which calls for more televised games (from 24 to 30) than last year in addition to radio broadcasts of the entire schedule (increased from 154 to 162 games). A reliable source in the team's front office describes the contract for radio-tv rights as substantially higher than the estimated $200,000 figure in 1960.

In Minneapolis, the Theo Hamm Brewing Co. (Hamms beer) baseball's newest and largest advertiser in 1960, has boosted its tab with a three year contract to broadcast and telecast the new Minneapolis Twins' (formerly the Washington Senators) games on a seven state regional network. The agreement is said to at least triple the Senators' old contract in Washington.

Broadcasters Gene Autry, Robert O. Reynolds and Kenyon Brown who are heading the new Los Angeles operation have announced a similar broadcast setup to that employed by the rival National League's Dodgers of that city. Early indications (BROADCASTING, Dec. 12) revealed that a regional hookup keyed from KMPC would spearhead play-by-play of the new Angels' games. Although television would be limited, the Angels are said to be taking strides forward with telecasts of a few home games, a reversal of the Dodgers' policy which permits only 11 televised games, all away with the San Francisco Giants.

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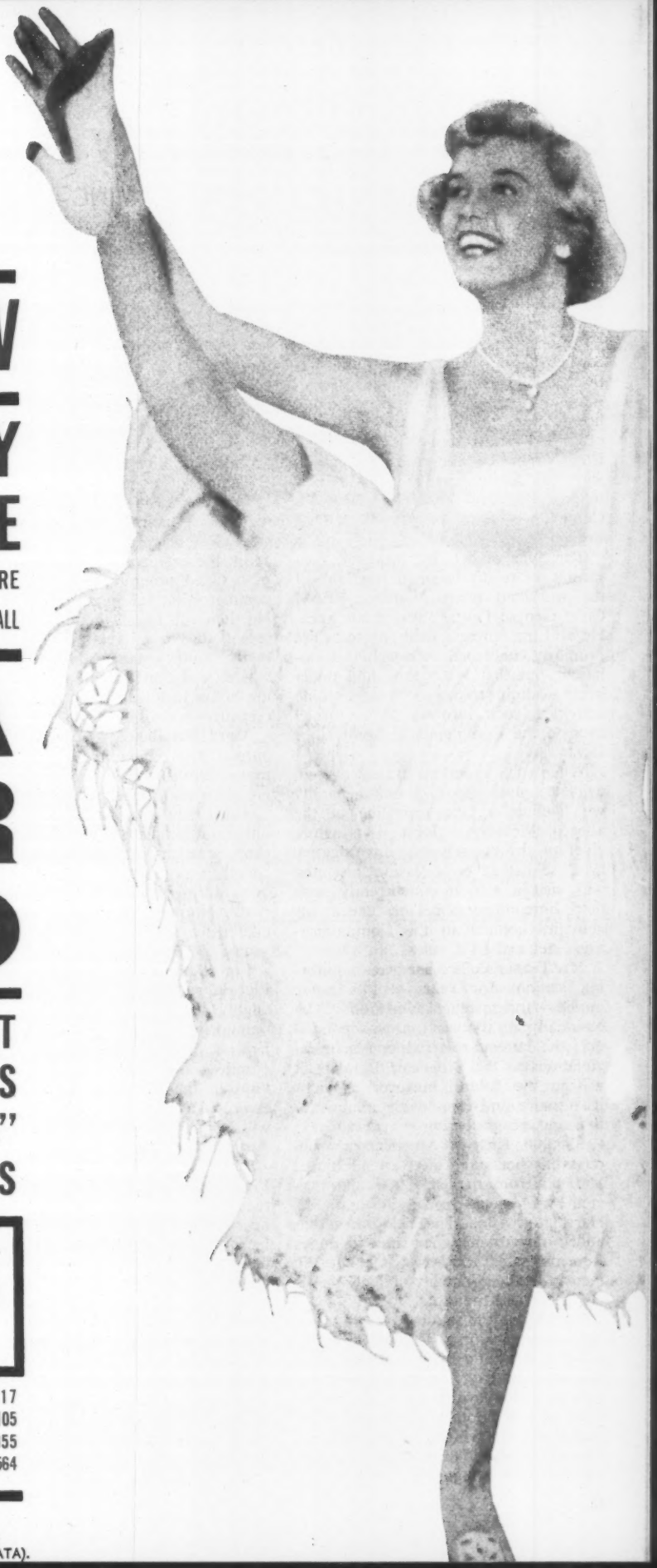

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PROGRAMMING WARNER'S FILMS OF THE 50'S
SEE PAGE ONE SRDS (SPOT TV RATES AND DATA).

Big brother is closely monitoring you

FCC FIELD GROUP CHECKS PROGRAMMING AS WELL AS TECHNICAL LAPSES

"Inspections in depth," which include the monitoring and taping of programming by radio stations, now is the established practice of the FCC's 380-man Field Engineering & Monitoring Bureau, it was learned last week.

Among the reasons for the tape recordings are to check for administrative and programming practices contrary to the public interest of broadcast licensees and to match performance vs. promise. In this connection, the Field Engineering & Monitoring Bureau is working closely with the FCC's new intelligence arm, the Complaints & Compliance Div. of the Broadcast Bureau.

This type of activity, however, constitutes a "relatively small fraction" of the workload of his bureau, FE&M Chief George Turner stressed last week. He said the bureau's field engineers are primarily concerned with technical violations but that when they find undesirable administrative or programming activities, such information is turned over to the Complaints & Compliance Div.

When such violations are discovered, evidence given the G-2 unit generally will include a tape recording of the alleged violation. John Harrington, chief of the commission's investigative arm, said that on occasion his men will visit a station concurrently with field bureau personnel to check for activities counter to the Communications Act and FCC rules.

Mr. Turner's office has been monitoring stations for years—as its name implies—for technical violations. Occasionally in the past, it was pointed out, the bureau referred non-technical violations to the Broadcast Bureau. It will in the future, however, concern itself more and more with administrative and programming practices.

$50,000 Kitty ▪ Mr. Turner's bureau has been allocated an additional $50,000 from the $150,000 appropriated by Congress for the G-2 unit, Mr. Harrington said. The field office has added only six new men since its duties were increased and now has about 300 men in the field, equally divided among engineers and monitors.

The taping of stations' programming began on a minor scale soon after Mr. Harrington's unit was established in August. However, taping of each station inspected by the field bureau has been of even more recent origin. The intensive monitoring is part of the field bureau's "inspection in depth" policy, also recently inaugurated. Mr. Turner stressed that his office's primary responsibility still is checking for technical violations.

"We are concerned with anything that is contrary to the public interest," it was pointed out by an FCC official last week. "Administrative or programming violations" cited as prime targets for the tape recorders are (1) improper identification; (2) indecent or obscene language; (3) playing the same song repeatedly; (4) incorrect log entries, and (5) responsibility for violations.

Taping of a station's programming is very helpful in checking accuracy of logs, it was pointed out. It works this way: Before going to a station to inspect, the engineer will have the benefit of a taped programming. He hears a commercial at 3:57 p.m. for "X Brand." He then will check the station's log to see if the commercial is logged correctly. Some instances have been found where a station prepared its program log hours in advance with several discrepances found.

More Detail ▪ Mr. Turner said his bureau now is making inspections in more depth and is concerned with greater detail than in the past. Previously, depth inspections were made only on a sample basis but in the future each broadcast station will receive a "depth inspection" by the FCC at least once during its three-year license period. Normally, this inspection will take place shortly before the station's license expires.

For example, it was pointed out, Florida stations now are being thoroughly scrutinized—including program monitoring—as their licenses expire Feb. 1, 1961. During the past two months, emphasis was placed on stations in the Carolinas, whose licenses expired Dec. 1. Next in line probably will be Alabama and Georgia, with an April 1 renewal date.

As it was explained last week, The Field Engineering & Monitoring Bureau has broadened its "baseline" of operations in line with what the FCC feels is its responsibilities and mandate from Congress. Again it was stressed, however, that the increased programming activity is a minor phase of the bureau's operation with emphasis still placed on technical violations. Also, broadcasting is just one of the many communications activities policed by the agency. Safety and special services, marine, navigation and aeronautical were cited as other time consuming activities.

A Violation Is Found ▪ When the field engineers uncover a violation which falls under the jurisdiction of Mr. Harrington, it immediately is turned over to the G-2 unit—along with tape. Mr. Harrington said that he actually receives a minimal number of programming tapes from the field bureau. A huge percentage are immediately erased with the tapes used to monitor the next station.

Length of the individual station programming put on tape varies. Originally, only a small portion of a day's programming is taped. However, if a violation is found and the tape goes to the G-2 unit, Mr. Harrington probably will ask for a more extensive monitoring of the station in question, maybe as much as a whole day's programming. A field investigation by the Complaints & Compliance Div. then will follow if warranted.

A charge that the FCC's field crew is using rough tactics in dealing with stations (CLOSED CIRCUIT, Dec. 12) was emphatically denied last week by a commission official. An unidentified station has accused FCC investigators of trying to induce employes to tell them secretly of administrative and programming violations with promises that the employes would be protected.

"We have looked into that complaint with the people involved [for FCC] and we deny it categorically," the official said. Signed statements have been taken on the case, it was pointed out. The field engineers and G-2 investigators are instructed to ask station staffers questions that will permit a determination that a station is operating according to the FCC's rules and in the public interest. For example, if a violation is found in the program log employes will be quizzed in an effort to fix the blame and to determine if it constituted a wilful violation, it was stated.

Mr. Harrington said that most stations where his investigators have been sent have written the commission praising the conduct and actions of the FCC men. One broadcaster, he said, called the commission immediately after the investigators had left.

A Sound Philosophy ▪ Mr. Turner said that his field men operate under this philosophy in issuing citations for violations: "When in doubt, don't." He said they are told to never start an action which they are not sure they can make stand up in court. "This has kept us out of a lot of trouble," he said.

Most technical violations are called

to the attention of the station management on the spot, he said. The inspecting engineer then will issue a citation, if called for. Non-technical violations, however, are turned over to Mr. Harrington for any further action. The field engineers are "observing and reporting" and in most instances are beneficial to the stations inspected, it was pointed out. "We are doing what the commission wants us to do . . . limited only by the people we have available to us," Mr. Turner said.

Radical Departure ▪ The programming monitoring and taping activities of the FE&M office constitute a radical departure from the bureau's accepted purposes and activities of the past. The word "monitoring" in the title has thrown many members of congress in the past.

Countless times during congressional hearings, commissioners have been asked about the agency's program monitoring activities. In each instance, it was explained that the "monitoring" referred to had to do with a search for technical violations only and that the bureau was not charged with policing any other type of violations.

All this, apparently, has been changed by the new program of "inspections in depth" and close liaison with the Complaints & Compliance Div. And, it was pointed out last week, the FE&M Bureau has only engineers and technical people in the field, with only one attorney in the entire bureau and he is stationed in Washington. The bureau has no investigators on its staff.

Working closely with Mr. Turner under the program taping policy are Frank Kratokvil, assistant bureau chief and head of the inspections and examination division; Paul H. Herndon Jr., chief of the monitoring division, and Irving L. Weston, engineering chief.

A leather-bound copy for the President

President Eisenhower last week accepted an engrossed leather-bound copy of more than 70 B.M.I. radio scripts titled *The Abraham Lincoln Story—1809-1959* and the companion book, *Lincoln for the Ages.*

The presentation was made at a White House ceremony by Carl Haverlin (third from rt), president of Broadcast Music Inc. and a well-known Lincoln scholar. Others shown are Mrs. DeWitt C. Mower, of Richards Associates, the Washington, D.C. public relations firm which represented the Lincoln Sequicentennial Commission; and three of the authors who contributed to the script series—Ralph Newman (next to Mrs. Mower), president of the Illinois State Historical Society; Dr. David C. Mearns, chief of the Manuscript Division of the Library of Commission (second from right); and Rep. Fred C. Schwengel of Iowa, president of the Lincoln Group of the District of Columbia.

BMI, the music-licensing firm which sponsors special events in fields other than music, prepared and distributed the radio series as a contribution to the Lincoln Sequicentennial Year (February 1959-February 1960). President Eisenhower was named honorary chairman of the Lincoln Sequicentennial Commission.

Examiner questions dismissal money

Laurel Broadcasting Co., competing with Interurban Broadcasting Co. for a new am station on 900 kc at Laurel, Md., was ordered last week to show under oath that a proposed $10,000 payment in return for dismissal of its application is "legitimate and prudent."

FCC Chief Hearing Examiner James D. Cunningham asked for "factual and other data . . . in connection with a determination of whether the expenditures made in preparing, filing and advocating . . ." the Laurel application are in compliance with September 1960 amendments to the Communications Act. Laurel, equally owned by Milton Grant and James R. Bonfils, had asked the commission to dismiss its application. In return, Mr. Grant, personality on WTTG (TV) Washington, was to receive $10,000 from Interurban and Mr. Bonfils, former WTTG general manager, $10.

Last October, Hearing Examiner Thomas H. Donahue turned down the dismissal petition on the grounds such an agreement needed prior approval of the FCC under amended Sec. 311 of the act (BROADCASTING, Oct. 24). Mr. Cunningham was acting last week on a new petition, filed Nov. 25, for dismissal of the Laurel application. Messrs. Grant and Bonfils were given 10 days to reply.

Among provisions of Public Law 86-752, signed by the President last fall, was an amendment to Sec. 311 designed to prohibit "payoffs" by one applicant to another for competing facilities (BROADCASTING, Sept. 19). Under the law, the commission can approve such an agreement only if the sum paid is not in excess of actual expenses of the applicant in prosecuting his application.

FTC issues payola complaint

The first payola complaint for a long time by the Federal Trade Commission was issued last week against three Hollywood, Calif., record makers. The complaint was issued against the now defunct Era Records Co. owned until May 1959 by Herbert Newman, Max Newman and Louis J. Bedell. They now manufacture records under separate corporate entities. The FTC charged that the Era firm paid disc jockeys and other broadcast personnel to play its records on the air without disclosing this fact. The respondents were given 30 days to file an answer. This makes the 103rd payola complaint issued by the FTC. Consent judgments have been entered in 88 cases.

Pay tv combatants in another round

Pay tv proponents and opponents were given the right to another round "on the record" last week, when the FCC said it would accept reply comments by the parties in the Hartford, Conn., pay tv test.

The commission took the action when it turned down a request for oral argument by the Connecticut Committee

Even an idle tv station is expensive, L. B. Wilson finds

It's costing L. B. Wilson Inc. $8,000 a week to maintain a tv station and staff in readiness to go on the air on ch. 10 in Miami. And the heir to the Miami channel (now operated by National Airlines' WPST-TV there) has committed itself for $800,000.

This is what L. B. Wilson told the U. S. Court of Appeals last week in a motion to expedite consideration of the request by National Airlines to stay the FCC's July 14 order.

The motion was filed in response to a pre-hearing conference order which was scheduled for last Monday (Dec. 12) at court. This conference was postponed to Dec. 19 due to the snowfall which blanketed Washington over the weekend of Dec. 11.

In its July 14 order the FCC revoked the 1957 ch. 10 grant to National Airlines. It found that National Airlines and two other applicants has engaged in off-the-record contacts with FCC commissioners, and were disqualified to receive a license. The commission granted ch. 10 to the remaining applicant, L. B. Wilson, which it found untarred by the *ex parte* brush. It also authorized Wilson to commence construction.

The commission's revocation order has been taken to the appellate court by National Airlines. In addition to attacking the FCC's order, National Airlines has challenged the commission's authority to issue a final decision while the remanded case was still under the court's jurisdiction. It has also asked for a stay of the commission's order. It is this motion that L. B. Wilson asks be expedited. Also before the court is an appeal by North Dade Video Inc. challenging the FCC's finding that it used off-the-record approaches during the 1957 Miami ch. 10 case.

L. B. Wilson has over 20 employes on the payroll, with some having been sent on paid vacations, the motion reported. There are approximately 60 prospective employes from the WPST-TV operation who will come over to WLBW-TV, (the Wilson call letters for its Miami station) when it commences operation, it noted.

The company built a complete station in 42 days, the pleading stated, and is ready to begin operating as soon as permission is granted. The FCC has maintained the *status quo* in the whole matter until 15 days after the appeals court acts on National Airlines' request for a stay.

Against Pay Tv. The FCC said the replies—which actually would be rebuttals to the proposed findings and conclusions filed last month by the Connecticut group opposing and by RKO General Inc. favoring the three-year Hartford subscription tv try out—must be filed within 15 days after the official order was issued.

Also denied was another request by the anti-pay tv exhibitors' group to correct the answer by Charles H. Tower, NAB television vice president to a question put by FCC Chairman Frederick W. Ford. The question had to do with the impact of pay tv on existing tv stations (BROADCASTING, Dec. 5).

In favor of permitting the test was the commission's Broadcast Bureau. It stated it could see no objection to authorizing the test. Opposing the RKO General application, which proposes to use its owned ch. 18 WHCT (TV) in Hartford as the toll-tv transmission station, was the Hartford theatre owner group. Proposed findings were filed following a five-day hearing before the FCC *en banc* last October (BROADCASTING, Oct. 31).

FAA hearing set for January

The date for the public hearing to be held by the Federal Aviation Agency on tall tv towers and other tall structures that might interfere with aircraft (AT DEADLINE, Dec. 12) is Jan. 10, 1961, according to the office of Charles Tower, NAB tv vice president. An FAA spokesman said that plans for the hearing had not been finalized but that interested groups, in addition to broadcasters (through the NAB) were the National Real Estate Board and the National Truckers Assn. He said he had not received comments on the proposed FAA rulemaking from any individual broadcast stations.

FTC drops effort to get p.r. records

The Federal Trade Commission has abandoned its attempt to get a court order to force Los Angeles public relations firms to produce records and give testimony regarding their efforts to secure air plugs for their clients. On the motion of FTC attorneys, Judge Harry C. Westover, of the U. S. District Court in Los Angeles dismissed the action against Dick Fishell & Assoc., Mary Rothschild and Vicki Raaf, doing business as Promotions Unlimited.

The FTC had served subpoenas on those firms, particularly seeking lists of advertisers who have used their services to obtain name mention or product display on radio or tv or in motion pictures. On advice of Oliver B. Schwab, their attorney, Fishell & Assoc. and Miss Rothschild refused either to testify or to provide the lists of names on the grounds that the investigations were being conducted in violation of statutory and constitutional guarantees of effective legal representation, when Mr. Schwab was barred from actively participating in the proceedings.

The same individuals and companies rejected similar FCC subpoenas on the same grounds during Los Angeles hearings on the influences of tv film producers and others on network programming (BROADCASTING, Oct. 31), joining MCA in asserting that the ruling that attorneys take no further part in the hearing than to consult with their clients off the record violated the clients rights to have proper legal presentation. Petitions filed by MCA and the public relations firms asking a review of the ruling of James D. Cunningham, FCC chief hearing examiner, and the reply of the FCC Broadcast Bureau upholding the ruling, are now before the full FCC (BROADCASTING, Dec. 12).

Ex-KIMO owner gets $4 in antitrust suit

An ex-broadcaster who sued the *Kansas City Star* for over $7 million received an award of $4 in federal court last week.

Craig Siegfried, former owner of KIMO Independence, Mo., filed a treble damage antitrust suit against the Kansas City newspaper, charging the *Star's* alleged monopolistic practices had injured his radio station and two suburban newspapers he published. He asked for a total of $7,350,000 in damages.

In 1957 the *Star* signed a consent judgment whereby it agreed to cease purported unfair practices challenged by the Dept. of Justice. The decree also required the newspaper to sell its WDAF-AM-FM-TV Kansas City. These were sold in 1958 to National Theatres, and subsequently to Transcontinent Television Corp.

The *Star* challenged Mr. Siegfried's contention that he was injured financially. Mr. Siegfried acknowledged he made several hundred thousand dollars when he sold KIMO and his newspapers in 1958.

A jury awarded Mr. Siegfried $1 on each of four counts.

"*It opened up new territories* for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our *Videotape** Television Recorders—all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards....We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips—and pocketbooks—another tool for creative broadcasting....Why we bought Ampex? I think the reasons are obvious. Ampex invented *Videotape* and it's proved itself to the entire industry. You can't ask for more than that." A postal card in the mail to Ampex, today, will bring you the complete story from other TV stations about tape as a money-making proposition and why they are sold on Ampex as a basic component of any complete TV facility.
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LAWRENCE M. CARINO,
GENERAL MANAGER, WWL-TV, NEW ORLEANS

*TM AMPEX CORP.

Commercial space sattelite service

AT&T ASKS FCC TO HASTEN PERMISSION, AVOID DELAYS

A plea that the FCC act "with all possible speed" to permit AT&T to institute limited commercial space satellite service, was made to the FCC last week.

AT&T told the commission that there are "strong and pressing" reasons for moving forward rapidly. Inauguration of space satellite service should not be delayed "until all conceivable problems concerning use of satellites are resolved here and abroad."

The telephone company's observations were made to the FCC in a reply to objections to AT&T's request to use 6425-6925 mc for space relaying (BROADCASTING, Dec. 5).

Not only are these the best frequencies for use in space relaying, AT&T said, but the FCC said that most of these frequencies should be used for space communications on a share basis with mobile microwave users.

AT&T filed an application last October to establish an experimental radio service between its laboratory at Holmdel, N. J., and active space satellites. At the same time it asked that the FCC authorize the use of 6425-6925 mc for the research project on a shared basis.

One of the prime objectives of the research, AT&T said, was to investigate the feasibility of sharing frequencies by space communications systems and ground users. Many of those objecting, the Bell company pointed out, urged this dual usage when the FCC was considering space allocations. They cannot now object to this, it stated.

Common carrier bands most suitable for space communications are 3700-4200 mc, 5925-6425 mc and 6425-6575 mc.

The first two are being used to capacity, AT&T said. The 3700-4200 mc area is being used for the nationwide TD-2 microwave system and totals 34,000 route miles. AT&T has invested $450 million in the TD-2 system. The 5925-6425 mc band is used by the Bell System for its TH microwave circuits. This occupies the entire band, and will furnish about 18,000 broadband channel miles and over 5 million telephone circuit miles, AT&T noted.

To require that space communications systems be required to share in the use of these common carrier frequencies "would result in the imposition of limitations on the use and capacities of those microwave radio systems."

International Agreement Needed ▪ In another area of the fast-stepping space field, a Brookings Institution study recommended that one of the most important needs is to learn the requirements and attitudes of foreign governments to such questions as frequency allocations, privileges and priorities, receiver antenna control and sharing, access to audiences, and program content control. The latter covers propaganda, advertising, entertainment, information and education, the report stated.

The Brookings study is on long range problems to be faced by the U.S. in its goal of the peaceful uses of space.

The study, submitted to the National Aeronautics & Space Administration, was under the direction of Dr. Donald N. Michael.

The section on space communications is premised on the general belief that "in a relative few years the world will be wrapped into a communications net based on several advantages of communication satellites—either active or passive."

In discussing the need for international agreements, the report said:

"The United States' role in developing and using a satellite comunications system is complexly bound up with questions covering the relationships of our national (government) interests and private profit motives."

The use of satellite-based, multichannel tv for teaching in underdeveloped areas has been much discussed, the report stated. Unless this development is accelerated, it went on, "other more conventional teaching means may develop to a degree that would challenge the advantages of education via telecommunications . . ."

The Brookings group also raised doubt as to the efficacy of tv in changing attitudes.

"In already advanced nations," the report observed, "the immediacy of exposure to worldwide events and ideas via radio and tv could affect general educational levels. However, important changes in perspective that might lead to greater tolerance and understanding merely on the basis of this exposure are not guaranteed by the evidence so far available. . ."

Serious impact of the use of satellite based conferences via closed circuit tv was also mentioned in the report. The savings in time, inconvenience and physical energy was acknowledged, but if this becomes routine, the report stated, it might become serious for the travel and hotel industries.

FCC rectifies an administrative oversight

Eight stations were "listed due to inadvertence" by the FCC as having failed to answer the agency's payola questionnaire, the commission said last week in clearing the stations involved. Earlier this month, the FCC had publicly warned 37 stations (BROADCASTING, Dec. 5) which it said had not answered the questionnaire, which was issued in December 1959.

That notice was corrected last week to give the following stations credit for answering satisfactorily the payola questions: KFUO-FM Clayton, Mo.; KKAS Silsbee, Tex.; WAND Canton, Ohio; WCBQ Whitehall, Mich.; WDIX Orangeburg, S. C.; WLAQ Rome, Ga.; WORX-FM Madison, Ind., and WNCO-FM Ashland, Ohio.

Another station which was listed in the FCC's public notice, KEYT (TV) Santa Barbara, Calif., last week said that it had not received the commission's Sept. 20 request for further information. KEYT vice president and manager, Robert C. Burris, stated that the first knowledge the station or its counsel had that the FCC considered its reply to the payola questionnaire inadequate was upon reading the public notice.

KEYT has never broadcast any matter for which money or anything of value was received and not so identified, Mr. Burris said last week, and that this was the "sum and substance" of the station's original reply. "Key Tv Inc. [KEYT licensee] deeply regrets the commission's public announcement implying that KEYT has been derelict in its duties, especially since the commission has done so without any opportunity being afforded KEYT to show that the letter in question had never been received," Mr. Burris said. He pointed out an investigation showed that the letter was addressed incorrectly.

FCC okays tv station for P. R. naval base

A low-power, noncommercial military tv channel has been authorized on ch. 8 to provide tv service to personnel of the Roosevelt Roads Naval Station, Puerto Rico. The FCC last week informed the Office of Civil and Defense Mobilization that it will offer no objection to a Dept. of the Navy proposal to establish a 10-watt tv station there if it meets certain provisions.

Vertically polarized directional antennas are planned to restrict coverage to the naval station area. The commission specified that the new outlet must

LEFT TO RIGHT: FARRELL SMITH, SCOTT MUNI, BILL OWEN, JACK CARNEY, HERB OSCAR ANDERSON, CHARLIE GREER, CHUCK DUNAWAY,
1-3 PM 10 PM-12 M 4-6 AM 3-6:30 PM 6-10 AM 11 AM-1 PM 7:15-10 PM

The swingin' 7 from 77! All aboard for the big bright sound of Radio WABC! Listen to the Big 7 from Channel 77 make big things happen with just Your Kind of Music! First Person Features and First Person News

THE SOUND OF NEW YORK...

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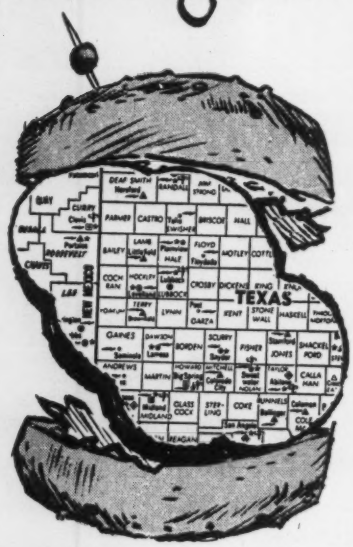

RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

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television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

not interfere with non-government operations nor with the orderly development of private television broadcasting. Tv stations currently operating in Puerto Rico are: WOLE-TV Arecibo (ch. 12); WKBM-TV Caguas (ch. 11); WORA-TV Mayaguez (ch. 5); WRIK-TV (ch. 7) and WSUR-TV (ch. 9), both Ponce; WAPA-TV (ch. 4), *WIPR-TV (ch. 6), and WKAQ-TV (ch. 2), all San Juan.

The commission's decision was partly based on studies showing that satisfactory reception of commercial tv with adequate English-language programming is not available in the base area. Programs on the newly granted channel will contain no advertising.

Cease and desist, FCC orders in payola case

Two southern radio stations under common ownership were directed by the FCC to show cause why they should not be ordered to "cease and desist" from accepting payola—a practice both stations already have stopped voluntarily, the commission admitted. The move was a formal step to prevent recurrence of the practice.

The stations, WRMA Montgomery, Ala., and WAOK Atlanta are equally owned by Stan Raymond, Zenas Sears and Dorothy Lester. The commission pointed out that in their reply to the December 1959 payola questionnaire, both stations admitted accepting money from certain record manufacturing companies for distribution to on-the-air personnel.

In issuing last week's order, the FCC said that the acceptance of money from record manufacturers by WRMA and WAOK is "incompatible with allegations by the licensee . . . that said payments had little or no effect on the selection of records broadcast . . ." Consequently, the commission ordered, a hearing will be held in Washington within 30 days after the cease and desist show cause order is received by the stations.

The commission's hearing order was based on the payola reply by WAOK, "substantially similar" to that of WRMA. It was pointed out that Mr. Raymond, president of WAOK, signed an affidavit dated Dec. 30, 1959, acknowledging that payola had been received by Mr. Sears and distributed, with the knowledge and consent of officers and directors of the station, to all disc jockeys in accordance with the amount of broadcast time allotted to each member of the staff.

Payments for Three Years ■ A second statement by Mr. Sears, vice president, treasurer, program director and disc jockey of WAOK, confirmed the Raymond affidavit and acknowledged receiving money in 1957, 1958 and 1959, the commission said. Part of this money, it was stated, Mr. Sears kept for himself. Also, Mr. Sears was quoted as saying the money was distributed to on-the-air personnel "most apt to have played records made by the contributing company."

It appears, the commission alleged, that such payments constitute a valuable consideration to insure or induce the playing of records produced by the companies making such payments. Failure to make the required sponsor identification announcements that payment had been received from the record companies ". . . constitutes wilful and repeated violations of Sec. 317 of the Communications Act and Sec. 3.119 of the Commission's rules," the FCC charged.

Although the stations have discontinued the acceptance of payola, the commission continued, "the public interest requires the imposition of sanctions to prevent a recurrence in the future." The FCC gave no indication of what "sanctions" it had in mind but Chairman Frederick W. Ford voted for inclusion of revocation proceedings in the show cause order instead of the less serious cease and desist order.

THAT INVISIBLE SHIELD

FTC hears oral argument on Colgate's Gardol tv ads

Maybe Colgate should have fired three coconuts at the "invisible shield" used in its Gardol dental cream tv commercials—and allowed one of them to penetrate.

This was the observation by one member of the Federal Trade Commission last week during oral argument before the FTC.

The observation was made after Mathias F. Correa, Colgate attorney, told the five-man FTC that scientific tests showed that Gardol gives 65% protection against cavities.

The trade commission last year challenged the Colgate tv commercials which used the shield idea. They were found to be misleading by FTC Examiner Leon R. Cross. In an initial decision issued last summer, Mr. Cross said the challenged advertisements implied that Colgate Dental Cream with Gardol gave "complete" protection against tooth decay (BROADCASTING, Aug. 8).

In the argument last week, which was an attempt to persuade the FTC to reverse the examiner's ruling, Mr. Correa charged that the examiner had not made a finding to support his decision that the advertisements claimed "complete" protection. Mr. Correa also said that Colgate-Palmolive Co. eliminated claims that one brushing a day with Colgate would protect the teeth, after

FILMS...RECORDS...TAPES...SCRIPTS

GET 'EM THERE FASTER

Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 8L, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

the FTC staff questioned this claim. He said the Colgate-Palmolive company dropped the "invisible" shield theme immediately after the FTC complaint was filed.

Always Cooperates ▪ Colgate-Palmolive, Mr. Correa emphasized, has a specific policy of cooperating with the FTC on advertising, whether or not it agrees with the views of the trade agency's staff.

Commission counsel, Anthony J. Kennedy Jr., rebutted Mr. Correa by showing commission films of the challenged commercials. His point, he said, was to back up the examiner's finding that there was "visual innuendo" claiming complete protection against tooth decay.

One of the commercials showed the "invisible shield" effect in a tropical setting, with one actor throwing a coconut at the anouncer. It was this scene which prompted Commissioner Sigurd Anderson to remark that three coconuts should have been thrown, with one being permitted to go through the barrier. The other commercial was a "Mighty Mouse" cartoon, and pictured a shield around a tooth, impervious to attack.

A final decision will be made by the FTC.

Thomas urges more care in agency appointments

The federal regulatory agencies could be improved if the President would exercise more care in the selection of members and if the members themselves would work harder and rely less on their staffs in making decisions, according to Rep. Albert Thomas (D-Tex.), chairman of the House Independent Offices Appropriations Subcommittee, which has jurisdiction over agency appropriations.

Rep. Thomas discussed agency problems last week with President-elect Kennedy. He also thinks amendments to the Administrative Procedure Act could help reduce agency backlogs. Rep. Thomas said he feels his subcommittee can work with the new Democratic administration next year to improve the agencies. He doesn't feel they need more manpower and doesn't believe more control of the agencies should be turned over to the President from Congress.

Set makers, FTC reach accord

Nine tv-radio-phonograph manufacturers have signed stipulations agreeing to disclose clearly the true nature of cabinet materials finished to simulate wood, the Federal Trade Commission announced last week.

The stipulation stated that all nine of the companies have failed to label cabinets adequately to disclose the true composition of the cabinets finished to look like wood. Eight of the companies, Zenith Radio Corp. being the exception, used such terms as "mahogany grained finish," or "blond oak grained finish" to describe cabinets made of hardboard or metal, it stated.

The stipulations do not constitute admissions of violations.

In addition to Zenith, the eight companies involved are:

Admiral, GE, RCA, Motorola, Westinghouse, Emerson, Philco, and Sylvania.

FTC cracks whip on tv tube deceptions

"All we want is for the public to know they're buying second-hand goods."

This is the explanation by a Federal Trade Commission spokesman for the FTC's current campaign against tv tube makers who sell old picture tubes without identifying them as used.

The problem has been under investigation at the FTC for almost a year. It began last May when the first complaint was issued against Budco Inc., Pittsburgh, Pa.

In all there have been 14 complaints to date. They have been issued against tube makers, mostly small businesses. Two have signed consent judgments, and one had a stop order issued against it by default.

The FTC has charged that the tube makers fail to reveal that their picture tubes are reconditioned, contain used parts or have known defects. Some of the makers reactivate old tubes without inserting any new material on the phosphor screen or the gun assembly. Some also advertise these tubes as "brand" new.

This failure, the trade agency maintains, misleads purchasers into believing the tubes are entirely new and free from defects. It gives uninformed and unscrupulous dealers the means to deceive the public, the FTC claimed.

In the consent judgments signed so far, the firms are required to disclose clearly the true nature of their tubes—in advertising, on invoices, on cartons and on the tubes themselves. The settlements do not constitute an admission that the law has been violated.

Small Business, Large Volume ▪ Tube companies engaged in this business—it is estimated that they put out about 3.3 million such tubes a year—run the gamut from completely equipped factories to garages and store property. In its best form, the used tube is completely washed, a new phosphor is placed on the face and a new gun assembly is inserted. In its poorest form the old phosphor is retained on the screen and only a few elements of the gun are replaced. Most are used for the replacement market.

There is a difference of opinion about the reuse of the glass envelopes. Some elements in the radio-tv manufacturing industry claim that the glass envelope does not deteriorate and that where a completely new screen and gun assembly is inserted this is the equivalent of a new tube. Others insist that where the envelope has been used once the entire reactivated tube must be considered used.

Consent judgments have been signed by Budco, Theta Electronics Inc., Greensburg, Pa. and Tube Manufacturing Corp., Philadelphia.

A final order by default was adopted early last week against Televideo Corp. of America, Culver City, Calif.

The latest complaint was against Parliament Tv Tube Sales Inc., Chicago.

Still outstanding are complaints against:

Electronic Video Inc., Brooklyn, N. Y.; Hi-Glo Electronics Corp., Goodrich, Mich.; Mercury Tube Corp., Newark, N. J.; National Tv Tube Inc., Saddle Brook, N. J.; Wells Electronics Co., Cedarhurst, N. Y.; Kriss Electronics Co., Newark, N. J.; American Standard Tv Tube Corp., Jamaica, N. Y.; Ultravision Manufacturing Corp., Hawthorne, N. J., and Liberty Electronics Inc., Union, N. J.

KGEM PROTEST DENIED

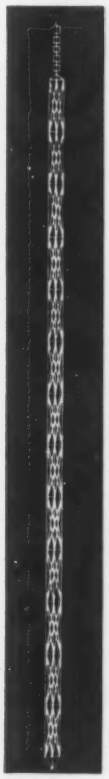
FCC rejects charges aimed at blocking sale of KEST

Protest of the sale of KEST Boise, Idaho, on grounds that the real owners were not identified in an attempt to subvert the FCC's licensing policy was turned down by the commission last week (BROADCASTING, Nov. 21, Dec. 5). In essence, the FCC decision agreed with the reply of Reid W. Dennis and John M. Bryant, KEST purchasers, to KGEM Boise's charges.

The FCC said it had conducted investigations earlier this year and had cleared the ownership interests and character qualifications of George I. Norman and Robert Sherman, the two men accused in the KGEM protest of attempting to foil the FCC ownership rules. The inquiry had been instituted after similar charges were leveled against them on March 23, 1960, when Mr. Norman applied for half ownership of KXXI Golden, Colo. This protest, withdrawn six days later, was filed by KIMN Denver, which has ownership interests in common with KGEM.

The commission dismissed the protest for three reasons, all of them stated in KEST's reply: (1) KGEM had failed to prove itself "a party in interest" in the case and consequently did not have standing to protest; (2) KGEM did not specify in sufficiently particular terms how the sale would adversely affect it;

HIGH!



Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

holiday greetings from all of us to all of you

Earl Abrams
Ruth Armstrong
Marilyn Bean
Frank Beatty
Dave Berlyn
Charles Browne
Larry Christopher
John Cosgrove
Jeanne Cowan
Ken Cowan
Rufe Crater
Dave Cusick
George Dant
George Darlington
Jacqueline Eagle
Dick Erickson
Rocco Famighetti
Jingi Fernandez
George Fernandez
Pete Fitzgerald
Bob Forbes
Patricia Funk
Frank Gentile
Dave Glickman
Paul Hagen
Diane Halbert
Gladys Hall
Christine Hanagesorge
John Hanner
Burgess Hess
Jed Hile
Harold Hopkins
Ed James
Doris Kelly
Barbara Kaler
Don Kuyk
Win Levi
Macey Long
Eleanor Manning
Bill Merritt
Ada Michael
Warren Middleton
Ira Miller
James Montagnes
Dawson Nail
Mal Oettinger
John Osbon
Bruce Robertson
Eleanor Schadt
Ed Sellers
Harry Stevens
Virginia Stricker
Sid Sussman
Betty Taishoff
Larry Taishoff
Hy Tash
Donna Trolinger
Don West
Eunice Weston
Milton Wolf
Sol Taishoff

Broadcasting

(3) KGEM had not proved that Messrs. Norman and Sherman held any ownership interest in KEST.

Decision's Points ▪ The decision went into detail on each of the above points.

KGEM had stated that the grant of KEST would permit that station to compete with KGEM for advertising revenues and audience interest and thus do it financial damage.

The commission decided this claim was speculative and that the cases cited as precedent by KGEM did not apply. It also ruled that no particular facts had been given to prove how this grant would directly affect KGEM.

KGEM had charged that Messrs. Norman and Sherman had ownership interests in more stations than the commission would allow if aware of the fact and cited among its evidence that Mr. Sherman's name appeared as part owner of six existing or proposed stations and as author of the programming section of the applications of 18 other stations. It further charged that he and Mr. Norman had not been candid with the commission in listing the number of stations in which they had interests.

KEST had replied that Messrs. Norman and Sherman did not have any ownership interest in the station and that the owners did not contemplate selling them any.

Earlier Investigation ▪ The commission said that an investigation into the charges against Mr. Norman had been held in March 1960 in connection wtih his application for KXXI. It indicated that the reason he was connected with the authorship of many applications was that he had developed a format called "Downbeat," which he sold stations for which he was program consultant and supervisor of operations. But he did not set station policies and his recommendations were subject to the review of the stations' owners.

A similar investigation into the activities of Mr. Sherman, held in 1958 but subsequently reviewed this year, showed him to be a consultant to several stations (about 14) but holding ownership interest in only four. He would assist in the preparation of license applications for qualified parties for a fee, conducting market surveys, recommending programming schedules and taking part in arranging engineer services, etc. The commission's inquiry had not found him disqualified for station ownership nor having an illegal number of station interests.

Suit against Newhouse again is dismissed

For the third time a $1 million treble damage antitrust suit against S. I. Newhouse and his Syracuse, N. Y., broadcast stations and newspapers in that city has been dismissed.

Federal Judge Stephan W. Brennan dismissed the suit brought originally in 1952 by Syracuse Broadcasting Corp. (WNDR Syracuse). He said the broadcaster failed to establish proof of its charges.

WNDR claimed that it found it difficult to compete for advertising because the Newhouse-owned *Syracuse Post-Standard* and *Herald-Journal* had a combination rate and the newspapers never published anything favorable to WNDR. In addition to the newspapers, the Newhouse interests include WSYR-AM-FM-TV Syracuse.

Judge Brennan dismissed the suit twice; each time an appeals court ordered further consideration.

RISE ON FTC HOT SEAT

Hearing begins on deceptive advertising charge in N .Y.

Carter Products Inc. acknowledged last Thursday (Dec. 15) that its Rise shave lather could have been compared against an actual competitive product instead of a mixture produced in a Carter lab for a series of filmed tv commercials.

This statement by Philip Richardson, vice president in charge of sales and advertising, Carter Products, came during the opening session of a Federal Trade Commission hearing in New York on a complaint of deceptive tv advertising against Carter Products, its agency, Sullivan, Stauffer, Colwell & Bayles Inc., New York, and S. Heagan Bayles, board chairman of SSC&B.

Mr. Richardson testified: "The way it turned out, it would have been much better to use another commercial lather" rather than the specially prepared formula. Edward F. Downs, FTC attorney, asked if the tv presentation "was a true comparison of Rise with another shaving cream." Mr. Richardson replied: "It was not, using this formula." He referred to a formula described in a letter introduced as evidence that was written by Carter's lawyers to the FTC.

The FTC hearing had been scheduled to continue through Friday (Dec. 16), but Examiner John B. Poindexter called for a recess until Jan. 12, 1961, at which time attorney Downs said he will run off the five films in dispute, and will call Dr. Edwin Brewster, who prepared the special formula, to testify. Respondents Carter and SSC&B are represented in the hearing by William L. Hannaway and John J. Campbell, both from the New York firm of Breed, Abbott & Morgan.

Mr. Richardson's testimony included statements that annual sales of Rise exceed $1 million; that Rise is sold in competition with shaving lathers, and that a series of storyboards introduced as evidence were the ones on which the tv commercials were based. Mr. Hannaway said the commercials were discontinued on Feb. 9, 1960. The FTC's complaint was issued last June (BROADCASTING, June 27).

Class IV stations win 10% rule exemptions

The 1,000 local broadcasters—those who operate on Class IV frequencies with 250 w—received a little relief last week: a "minor irritation" was removed.

The FCC issued a report and order which revised its rules to provide that the so-called 10% rule would not be applied to them.

The 10% provision is the regulation which prohibits a grant if the proposed station receives interference from existing stations which affects more than 10% of the potential audience to its protected .5 mv/m contour. It is Sec. 3.28 (c) (3) of the commission regulations.

The commission said that in the case of Class IV stations seeking a power boost (mostly to 1 kw) they would have nothing to fear if interference from other stations impinge on more than 10% of their audience. The rule change was first proposed last July, but was only to apply to existing stations. Last week's order extended this to all Class IV stations, existing or new.

The move is not expected to make much difference in the 200-odd Class IV applications for power boosts or for new stations in hearings. All of them are in hearing because of interference their proposed powers may cause to others.

Actually the FCC has been winking at the 10% rule ever since the first batch of grants to 1 kw power for local stations was approved. Last week's order just makes it legal now, it was explained.

The order spells out that the 10% rule will not apply to the area outside a Class IV station's .5 mv/m contour based on 250 w power, no matter what higher power it is requesting. This also holds true for applicants asking for new stations with powers higher than 250 w, it was pointed out.

The amendment becomes effective Jan. 23, 1961, the FCC said.

Still under consideration, the commission said, were other "possible improvements" affecting Class IV stations. Among these, it pointed out, were suggestions recommending that the normally protected contour (.5 mv/m) of local stations be determined on the basis of 250 w power with regard to other Class IV stations regardless of what power is utilized; that the interfering daytime signal of Class IV stations be calculated on the basis of 250 w regardless of what power is being used, and a plan, submitted by the Community Broadcasters Assn., to expedite the processing of applications for higher powers by local stations.

CBS NEWS 'COMMITTEE' SET

Dick Salant is chosen to head presidential-level policy group that will guide news operations

A presidential-level committee took over the operation of CBS News last week in a move to end inter-divisional bickering over the scheduling of information programs and restore prestige—and rating points—lost to NBC News during the past year.

Richard S. Salant, the only committeeman with less than presidential rank, was named fulltime, operating chairman of the new group, which was given authority for the policies and operation of CBS News and the scheduling of the tv and radio programs it produces. Mr. Salant was empowered to act for the committee when it is not in session.

The new CBS News executive committee consists of Board Chairman William S. Paley and President Frank Stanton of CBS Inc. and divisional presidents Sig Mickelson of CBS News, Arthur Hull Hayes of CBS Radio, James T. Aubrey Jr. of the CBS-TV network and Merle S. Jones of the CBS-TV Stations Div., in addition to Mr. Salant.

Mr. Salant, a corporate vice president, will continue to hold that office but his corporate responsibilities will be assigned to "appropriate divisional officers" so that he may concentrate on the news job. His duties in the past have cut across the broad range of CBS interests, including news, but have ben especially heavy in government affairs, particularly in FCC and congressional hearings. He has been a member of the CBS editorial board, and among the offices which have reported to him are those of the CBS economic advisor, the secretary and the general counsel.

For several months there have been recurrent reports of impending changes in the CBS News operation. These have been especially insistent since NBC News walked off with ratings honors in the coverage of the Democratic and Republican nominating conventions and, more recently, the election coverage last month.

But the reports were uniformly denied or dismissed my CBS authorities.

CBS' Dick Salant

Differences ▪ Also linked with this speculation have been reports — confirmed by CBS sources—of strong and persistent differences between President Aubrey of the CBS-TV Network and President Mickelson of CBS News relating to information programs bought from CBS News by the television network. CBS sources explained these differences as those that might be expected to arise betwen a "buyer," Mr. Aubrey, and a "seller," Mr. Mickelson, or between a man responsible for keeping overall sales and ratings as high as possible and one responsible for producing programming which, no matter what its importance, is expensive, more selective in its audience appeal and therefore less easily sold than entertainment programs.

These sources thought the upshot of the new move would be to make it easier to schedule information programs on CBS-TV than has been the case in the past. Mr. Salant will have authority to act quickly, if necessary, to pre-empt an entertainment show for a fast-breaking news program.

Despite the fact that there are fewer advertisers willing to invest in information programming as distinguished from straight entertainment, it was estimated only a few weeks ago that programs of the CBS News Division already can account for close to $46 million in CBS-TV billings for 1961 (CLOSED CIRCUIT, Nov. 28).

CBS authorities emphasized that the committee arrangement did not minimize Mr. Mickelson's position as head of CBS News but rather put full executive weight behind the news division.

Dr. Stanton, announcing the change

Outstanding Values in Broadcast Properties

Powerful fulltime facility with a good cash flow. Medium sized multiple station market. 29% down.	FLORIDA $230,000
Excellent daytimer in a good metropolitan market. Top rated and operating in the black. 29% down and good terms.	NEW ENGLAND $175,000
Fulltime station in a single station market. Making a small profit but needs an owner-operator. 29% down and liberal terms.	MOUNTAIN STATES $85,000

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

in an executive memo, pointed out that CBS News "produces approximately 55% of the new CBS Radio Network schedule and approximately 15% of the CBS Television Network schedule." The memo continued:

"Because of the unique status of the CBS News Division as creator and supplier of news and public affairs programs to our broadcasting divisions, and in order to effect a closer working relationship between CBS News and these divisions, we are establishing the CBS News Executive Committee." This group, it was noted, "shall have authority over the networks' *scheduling* of programs produced by the CBS News Division and be responsible for *policies* and *operation* of the division . . ."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KCFI Cedar Falls, Iowa: Sold by Jane A. Roberts to Donald Blanchard and Harry Campbell for $100,000. Messrs. Blanchard and Campbell own KSMN Mason City, Iowa. KSMN will, at the beginning, originate programs to be used on both stations. KCFI is 500 w daytime on 1250 kc. Broker was Hamilton-Landis & Assoc.

▪ KBLT Big Lake, Texas: Sold by Don Renault to Brown Morris for a total consideration of $29,000. Mr. Morris has interests in KTEN (TV) and KADA both Ada and KWSH Wenoka, Oklahoma. KBLT is a 1 kw daytimer on 1290 kc. Broker was Patt McDonald Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 96).

▪ KGUN-TV Tucson, Ariz.: Sold by H. U. Garrett and associates to KGUN-Tv Inc. for $1.44 million. KGUN-Tv Inc. is owned by Edwin G. Richter Jr. and associates who own WEOA and WEHT (TV) Evansville, Ind.

▪ KIMN Denver, Colo.: Sold by Cecil L. Heftel and associates to KIMN Broadcasting Co. for $402,000 plus $155,000 to Mr. Heftel for agreement not to compete within 50 miles for seven years. KIMN Broadcasting Co. comprises John C. Hunter, Robert Donner Jr. and Kenneth E. Palmer. This group owns KYSN Colorado Springs, Colo. Mr. Hunter also has interests in WCMP Pine City, Minn., and KOWB Laramie, Wyo. Commissioner Robert T. Bartley dissented.

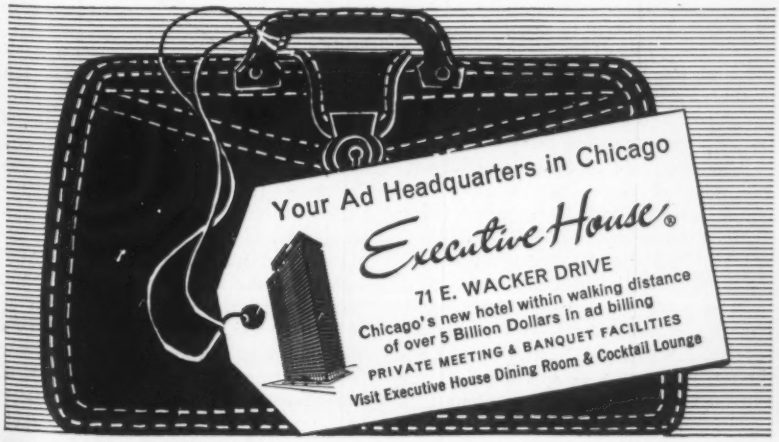
▪ WPAP Fernandina Beach, Fla.: Sold by Robert T. Rowland to Denver T. Brannen for $31,800. Mr. Brannen has interests in KCIL Houma, La., and in WDLP Panama City, WCOA Pensacola and WMRA Marianna, all Florida.

WAAT's igloo

By coincidence WAAT Trenton was broadcasting from a fall-out shelter (part of a civil defense experiment) when last week's snow blizzard covered the New Jersey capital city. As a result, WAAT handled emergency calls and aired more than 100 bulletins within a five-hour period. Other station signals in the area were silent in the wee hours of Monday (Dec. 12). When it began to snow, station program executives already had been holed in at the shelter for more than 100 hours in an experiment conducted in cooperation with CD officials in New Jersey to determine procedure on normal broadcasting in emergency conditions.

Collins to address FCBA

Florida Gov. LeRoy Collins, NAB president-designate, will be the featured speaker at the annual banquet of the Federal Communications Bar Assn. Jan. 13, 1961 at the Statler Hilton Hotel in Washington. Reservations can be made through Earl R. Stanley, Dow, Lohnes & Albertson law firm, Washington. Tickets are $12.50 a piece.


Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

STATIONS FOR SALE

EAST

EASTERN FULLTIMER—$685,000.-00 TERMS

Profitable operation for over ten years. Available *only* because of owner's health. $175,000.00 down, balance 7 to 8 years.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwest fulltimer. Good facility—good market. Good physical plant and plenty of business in the market. This station needs strong, aggressive ownership to capture its share of the market. Price and terms open to some negotiation, asking $350,000.-00.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

ROCKY MOUNTAIN

We have 3 good money-makers. One priced at $100,000.00 with $30,-000.00 down, grossing $80,000.00. Another for $150,000.00 with $40,-000.00 down, grossing over $100,-000.00 and making high profit. The third is an AM-FM combination for $100,000.00, 29% down. Liberal terms on all three.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Distressed California radio station with excellent fixed assets. This absentee-owned property selling for a total of $40,000.00. With low down payment and long terms.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

WTTW(TV) to relay etv airplane shows

WTTW (TV) Chicago, non-commercial outlet, will serve as the originating station for the midwest airborne tv instruction program to be launched Jan. 30.

According to plans announced jointly by WTTW and the Tri-County Educational Television Council, the station will cooperate by receiving the uhf signals from the experimental plane transmitter and rebroadcasting the videotaped lessons to conventional tv sets in hundreds of area school classrooms. The programs also will be carried daily on WTTW as part of the first experimental phase of the Midwest Program on Airborne Television Instruction. The program officially commences with the start of the academic year in September 1961.

Among the scheduled subjects are 6th grade arithmetic, beginning French and elementary art and music for elementary students; biology, American and world history, geography and American government and civics for senior high school students; and mathematics and chemistry at the junior college level. The telecasts will come from two uhf channels simultaneously.

Only a minimum number of tv receivers is needed during the trial period, with school board contributions helping to pay actual costs of WTTW rebroadcast operations. In time, it's noted, additional school districts are expected to contribute funds and participate in the selection of courses.

Involved in the $7 million project are the Ford Foundation, which is underwriting $4.55 million; Purdue U. which will produce the educational courses; Westinghouse Electric Corp., which is supplying a DC-6B aircraft that will operate over Indiana along the lines of Stratovision, and CBS Labs, which helped develop the technique.

CBS Foundations names grants to universities

CBS Foundations Inc., New York, last week announced grants totaling $5,500 to six privately supported universities and colleges from which women graduates later went on to careers in the various departments of CBS. The foundation's plan provides for grants of $1,000 on the completion of 15 years of service by women employes, and $500 on the completion of each additional five years.

The new list of recipient institutions, employes for whom grants were made, and dates they began service with CBS and its divisions:

Bryn Mawr College ($1,000)—Alice Weel, tv news writer, CBS News (1944); Columbia U. Teachers College ($1,500)—May M. Dowell, manager special projects, CBS News (1935); Connecticut College for Women—Emma Schaumann, supervisor of accounts payable, Columbia Records, Bridgeport, Conn. (1940); Eastern Nazarene College ($500)—Olive Tracy, graphics presentation specialist, CBS Radio (1939); Long Island U. ($1,000)—Sherley Abrams, librarian, special projects, CBS News (1943), and Russell Sage College ($1,000)—Winifred Williams, secretary to the president, CBS Inc. (1945).

Directors Guild to begin informal network talks

The Directors Guild of America will hold an informal meeting Wednesday (Dec. 21) with representatives of the networks to decide on an extension of the present contract which expires on Dec. 31. Negotiating sessions had to be delayed because of prolonged meetings between the networks and the Screen Actors Guild and the American Federation of Television and Radio Artists.

A spokesman for DGA indicated the first formal negotiating meeting will be held early in January. It is believed that one of DGA's demands will be parity in fees for directors working on film, tape or live programs. At present, the initial fee on film program work is said to be substantially higher than live or tape.

Golden Quill awards given in Pittsburgh

Three Pittsburgh radio and tv stations were honored for "distinguished achievement in journalism" in western Pennsylvania at the first annual Golden Quill awards banquet at the Pittsburgh Hilton Dec. 7.

KDKA-TV Pittsburgh won top honors in three categories—editorial writing (a piece by Jerome R. Reeves, the station's general manager, was cited), tv-radio spot reporting and public service by newspaper, radio or tv.

WTAE (TV) Pittsburgh won first prize in the tv-radio feature or documentary category, and WIIC (TV) Pittsburgh received a runner-up award in the tv-radio spot-reporting category.

Besides its first place awards KDKA-TV received runner-up prizes in the public service and the feature or documentary categories. KDKA Radio and WTAE (TV) also were runners-up in the public service classification.

In all, western Pennsylvania newspapers and radio and television stations received awards in 21 categories at the dinner, which was co-sponsored by the Pittsburgh Chapter of Sigma Delta Chi, professional journalism society, and the Pittsburgh Press Club.

Western Pennsylvania's broadcasters received high praise from the state's chief executive, David L. Lawrence. "This area is indeed fortunate in the quality of its broadcasting," the governor said. "From the very beginning, western Pennsylvania's radio and television stations have regarded their responsibility to inform and enlighten—as well as entertain—with a high degree of seriousness."

Then, underlining the importance of local programming, he said: "The finest network programs do not, in the last analysis, make a radio or television station great. It is still local coverage of the news and documentation of local events which determine a station's claim on its audience."

WICO studios destroyed

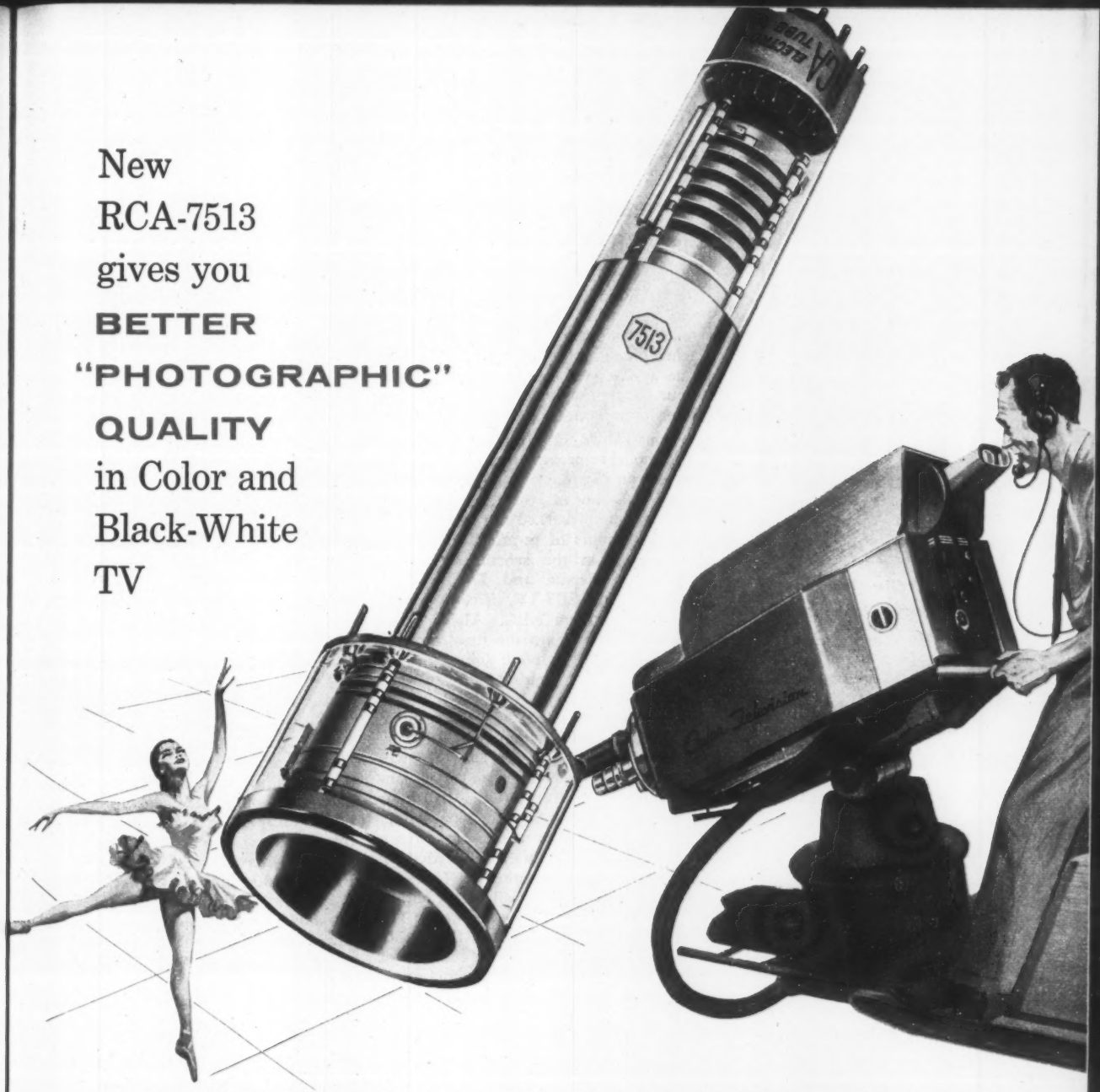
Studios of WICO Salisbury, Md., late Thursday night (Dec. 15) burned to the ground following a gas explosion, according to Robert Doyle, president and general manager of the Delmarva Broadcasting Co. station. Mr. Doyle said that estimate of the damage could not be immediately ascertained but that temporary studios were set up in a nearby motel in time for sign-on Friday morning.

Media reports...

The big switch ▪ California Governor Edmund G. Brown, chairman of the Los Angeles Board of Supervisors, Ernest Debs and Los Angeles Mayor Norris Poulson participated Tuesday (Dec. 13) in on-the-air ceremonies when KNX Los Angeles switched from its 1938 50 kw transmitter to a new 50 kw General Electric transmitter. Aired were instructions of Fred Ruegg, CBS Radio vice president and general manager of KNX, to Harold G. Peery, station's transmitter engineer, to complete the switchover. Also taking part was Thomas Freebairn-Smith, Los Angeles executive secretary, National Academy of Television Arts & Sciences, KNX announcer of the inaugural broadcast of the 1938 transmitter.

Status report ▪ WABC-TV New York budgeted $25,000 and ordered full pages in newspapers and trade publications to trumpet fall ratings. Joseph Stamler, vice president and general manager of the station, said it was the second full-page schedule in WABC-TV's history. The message to consumers and trade is basically the same, citing A. C. Nielsen ratings for 10 ABC shows for the four weeks ended Nov. 6 and a prime-time audience gain of 16% over the past year. WABC-TV's first full-page campaign was one last June, costing $32,000, to tell the New June, costing $32,000, to tell the story of its growth in the New York market.

New RCA-7513 gives you **BETTER "PHOTOGRAPHIC" QUALITY** in Color and Black-White TV



Registration is achieved more easily. Dark corners in the picture area are reduced. Glaring "halo effects" are eliminated. The signal current has good purity and low noise. These are some of the important advantages you can obtain with the new RCA-7513—the remarkable Image Orthicon that offers better "photographic" quality.

RCA-7513 precision construction includes accurate coaxial alignment of all sections of the tube and accurate interelectrode spacings. As a result, the three images produced within a three-image-orthicon type color camera can be practically identical in geometry. However, to take full advantage of the 7513's precision capabilities, the color camera should employ deflecting yokes and focusing coils having precision construction and precision axial alignment with respect to each 7513.

A major design feature of the 7513...field mesh... assures that the scanning beam will strike the target perpendicularly at all points. This means improved corner resolution as well as reduced halo and edge effects. Moreover, the field-mesh defocuses the return beam, eliminating dynode spots from the picture.

Discover for yourself the new possibilities in color and black-white quality opened up by RCA-7513. Get in touch with your local RCA Distributor of broadcast tubes today for full details...or write RCA Commercial Engineering, Section **L**-13-0, Harrison, N. J.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

The *Point After Touchdown* is pretty important—it wins and loses ball games.

If you're to make ground-gaining count in Central Pennsylvania, use **Harrisburg's* No. 1 Station, WTPA.**

A specialist in these place kicking points:

Full ABC TV network
Paramount movies, NTA '61 for '61 Wilshire & Santa Monica
Superior public service
Merchandising and promotion
8 out of 10 top syndicated shows

Incidentally, the final score in the most recent game was WTPA 38.6*
Station B 14.7*

Consult Harrington, Righter & Parsons. They'll work out a schedule that's just PAT.

*Share of audience
March ARB 1960
Sunday through Saturday
6:00 to 10:00 PM

WTPA TELEVISION Channel 27

PROGRAM DEATH RATE OFF

Tv network schedules are more stable this year as CBS, NBC drop but two each, ABC drops none

The number of "failure" marks on the television networks may be down this year when the 13-week nighttime report cards come in next month. Rescheduling is going on at about the same rate as last year, but it looks as if the hour total of casualties may be a bit improved. The score so far:

Four shows scrubbed, for a total of three hours re-programmed. The changes are all on Monday, Thursday and Friday. This time a year ago there were half a dozen marked for banishment and four hours of re-programming.

Gone from the schedules will be *Person to Person* and *The Garlund Touch* from CBS-TV, *Riverboat* and *Dan Raven* from NBC. ABC's entire class will move into the new semester intact, although *Asphalt Jungle* will go in later for *The Islanders* at the 26-week point in April.

Switches by CBS ▪ In a general Thursday night shakeup by CBS, *Person to Person* this week (Dec. 22) will wind up a seven-year run after languishing all fall in the 10 p.m. half-hour with partial and short-term sponsorship. *The Du Pont Show with June Allyson* will move Jan. 2 from 10:30 to Monday at the same hour, opening the Thursday 10-11 period for an alternate bill of *CBS Reports* and *Face the Nation*. The latter will return to stations the 10:30-11 final half every other edition for local public service programming. Philip Morris' *CBS Reports* has been on a special basis heretofore. *Face the Nation* (Esquire and Schick) has been slotted in the Monday night 10:30 half-hour.

With *The Witness* now moved to 9-10 (BROADCASTING, Dec. 12), CBS hopes this show will recover from a tentative beginning, although it will end the 13 weeks only a quarter sponsored. While the network has faith in *The Witness*, still, if all else fails, there is an hour western, *The Gunslinger*, ready to go before CBS cameras, but there's nothing on celluloid yet.

On Friday, Liggett & Myers and Plymouth are holding onto the CBS 9:30-10 period but substituting the new Jackie Gleason panel show, *You're in the Picture*, Jan. 20 for *The Garlund Touch*.

And on NBC ▪ The opening hour of Monday and much of Friday will have a new look on NBC, although one of the new half-hours was scheduled at the start of the season and a new alternate-week hour represents found money in a catch-as-catch-can special slot.

The anchor-hour casualties are *Riverboat* on Monday and *Dan Raven* Friday. *The Americans*, Civil War drama about brothers in opposing armies, is the *Riverboat* replacement, sold so far to Dow, Pepsi-Cola, Pan American Coffee Bureau, Block Drug and *Reader's Digest*. This is being filmed for the network at MGM studios in Hollywood. Continuation of another Monday show, the 9-9:30 *Klondike*, two-thirds sponsored by R. J. Reynolds (the rest is co-op with affiliates), has been a subject of outside speculation, but NBC has not acknowledged the talk.

Two half-hours go into the 7:30-8:30 period Friday beginning Jan. 13. They are respectively *Happy*, a Roncom filmed situation about a talking baby seen on NBC last summer (Brown & Williamson is the first to sign for *Happy*) and a new Goodson-Todman series, *One Happy Family*, which bases its comedy on a three-generation situation (it still is being shown to prospective sponsors).

The Westerner, being displaced in the Friday 8:30-9 time by *Westinghouse Playhouse Starring Nanette Fabray and Wendell Corey*, cannot fairly be called a casualty, since the Westinghouse deal was made long ago with a Jan. 6 starting date.

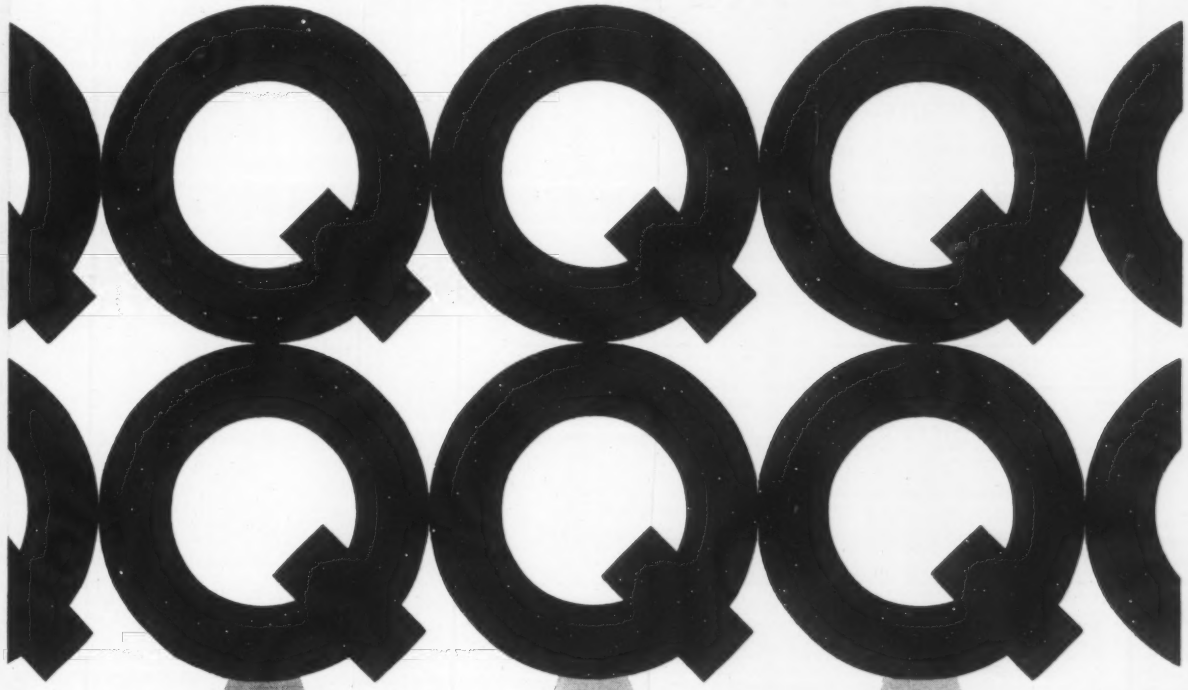
The 9 p.m. Friday time alternating with *Bell Telephone Hour* has been programmed with specials, but now there's a "verbal order" (not quite official) for a regular *Sing Along with Mitch* beginning Jan. 27. This has been sold in the East to P. Ballantine & Sons and the rest of the alternate-week lineup was being offered last week to other prospects. The new hour grows out of a Mitch Miller *Ford Startime* special program that was telecast on the network last season.

MGM-TV sets two more series under NBC deal

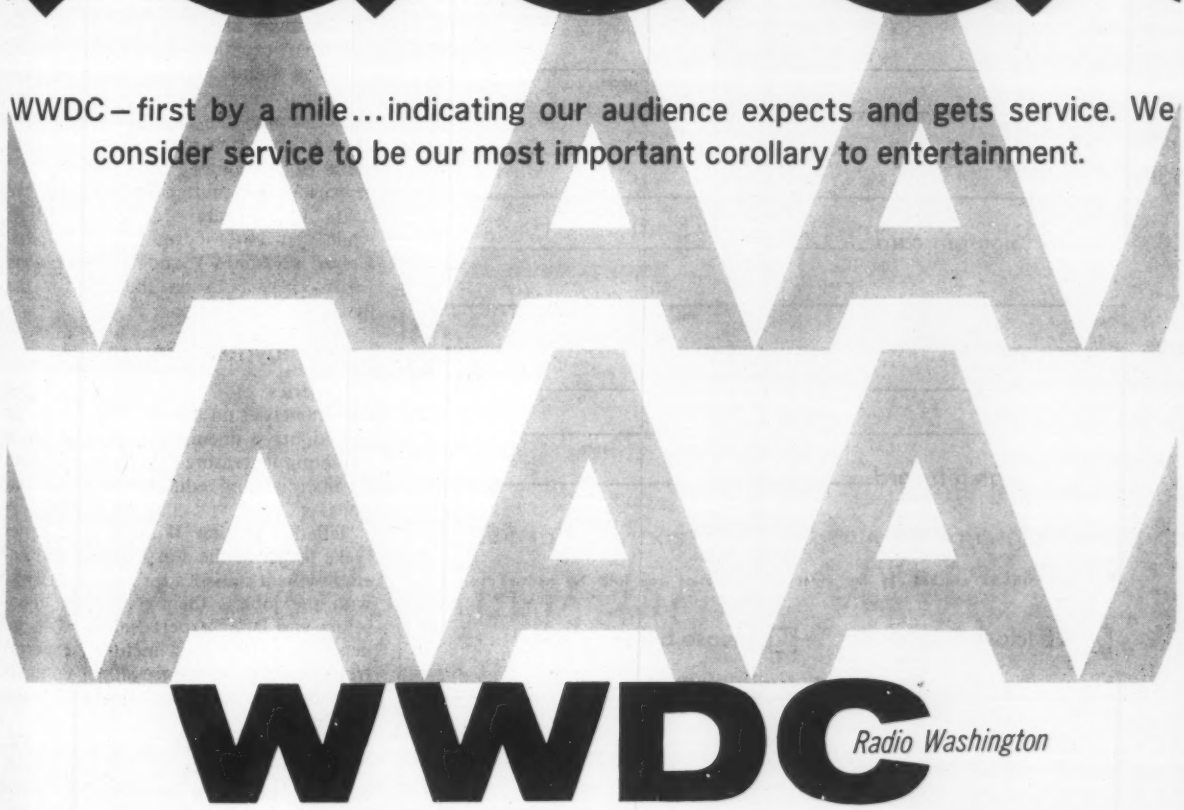
MGM-TV has raised its tv production sights two program notches higher. The firm has announced a co-production arrangement with NBC-TV for the series, each of hour length for fall, 1961 season. Programs are *Cain's 100* (conceived and created by Paul Monash) and *Women in the Case* (also

In time of emergency, such as a heavy snow storm, what station do you turn to for news of school closings, meeting postponements, storm news, etc.?

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960



WWDC—first by a mile...indicating our audience expects and gets service. We consider service to be our most important corollary to entertainment.



WWDC *Radio Washington*

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all orders will be checked, in the event of duplication you will be notified immediately

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Oles and maletas

The hour-long *Bullfight* show on KTLA (TV) Los Angeles (9:30-10:30 p.m., Nov. 28) was preceded by a barrage of phone calls and letters of protest, largely stimulated by a bulletin of the Society for the Prevention of Cruelty to Animals, which charged that the showing was a violation of the California criminal code as well as an outrage to the humanitarian feelings of SPCA adherents. But, reports KTLA, the program, taped by Banner Films and sponsored by Mennen Co., drew top audience among the city's seven tv stations at the time with a rating of 14.0, according to a special ARB survey made for the sponsor. Furthermore, the post-broadcast calls and letters fell far short of the pre-program total and were distributed half-and-half for and against the program, with a slight edge in favor: 41 cards and letters and 42 phone calls hailing the show as great, 35 pieces of mail and 32 calls denouncing it.

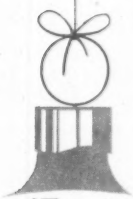
developed by Mr. Monash, who will be executive producer on both series). *Cain's* is about a government law enforcement agent battling syndicate crime; *Woman* is an anthology about the woman as motivating force in each crime or adventure. MGM-TV is also preparing the pilot of *Father of the Bride* for General Mills via BBDO while currently producing *National Velvet* (NBC-TV) and *The Islanders* (ABC-TV), both on the air for the first time this season.

Unemployment series

A series of 26 quarter-hour taped documentaries on the broad spectrum of this country's unemployment problem is attracting increasing attention from both commercial and educational radio stations.

Titled *Situation Wanted*, the series seeks to get at the story behind the unemployment statistics through interviews with the jobless themselves, job counselors and labor experts, along with in-depth reporting that includes excerpts from hearings of congressional committees dealing with the unemployment problem.

The project is the work of WKAR, the Michigan State U. station, which had the assistance of the university's Labor and Industrial Relations Center. To date, 70 stations—30 commercial and 40 educational—in 26 states are carrying the series as a public service feature.



'Twas
the month before
Christmas at ARB, when someone
asked what our greeting would be . . .
to all of the friends we've accumulated,
from sponsors to stations whose programs
we've rated. We thought about cards or the
usual gift, but none of the ideas gave us a lift.
So, after discussion of good and of bad, we
decided to settle on this little ad. It isn't
the best in copy and art, but the feeling
behind it is the greatest part. We
sincerely extend to all those
who may see . . . these
large . . .

Season's Greetings from ARB

An 'answer man' panel for insurance

A weekly program designed to inform listeners about the complicated subject of insurance has been inaugurated by KEX Portland, Ore. Listeners are asked to phone questions dealing with property insurance and including fire, automobile, theft, liability, ocean and inland marine and dwelling coverage to a panel of insurance experts appearing on *Insurance Clinic*. The series is scheduled for Monday nights 8-9 p.m. through July 1961.

The panel is composed of professional insurance men, members of the Portland Assn. of Insurance Agents. Three members appear on each program in a live and unrehearsed session answering listeners' queries on insurance. George McGowan of KEX is moderator. A similar series, dealing with legal problems and the citizen's responsibility to the law, was a prizewinning feature of KEX last year, the station reported.

Students seek return of 'College News Conference'

Students are out to get a million signatures on a petition to return *College News Conference* to the air. Meanwhile, Ruth Hagy, producer-moderator of the half-hour panel program which signed off ABC-TV Nov. 20, has talked to another network and a syndicator but is trying to hold the door open for reconsideration by ABC-TV when James C. Hagerty reports for work as the network's news vice president.

ABC-TV, which replaced *College News Conference* with *Issues and Answers*, news panel show utilizing some features of the presidential debates, said protests over the college show departure had not reached any appreciable extent. The students have hundreds of protests in hand, they say, including some by Washington legislators, officials and representatives of a broad range of national organizations. Henry J. Boitel, student at St. John's U., Brooklyn, and chairman of the Metropolitan New York region of the National Student Assn., is chief spokesman of the Committee of Student Leaders for College News Conference. His organization has written to Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and contacted 1,500 student leaders across the country to circulate the petition.

ANOTHER FIRST FROM CRC

"SING ALONG" JINGLES (VOL. 1)

12 STATION ID'S PARODIES OF AMERICAN TRADITIONALS YOUR AUDIENCE SINGS ALONG SURRENDER TO THE COUNTRY'S NEWEST CRAZE ♥♥♥

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Berwell Productions formed

Irving Cummings Jr., creator-producer of the *Fury* tv series, Arthur (Dagwood) Lake, actor-writer, and Ray Berwick, writer-director, have formed Berwell Productions and taken space at Desilu to film the first episode of a new tv series, *Jimmy and Me*. *Jimmy* is a nine-year-old boy; "Mike" is his dog, a $1.50 mutt recruited from the city pound, who narrates the stories, expressing a dog's point of view with a human voice supplied by Mr. Lake. Mr. Cummings and Mr. Berwick wrote the pilot, which Mr. Lake produced. Mr. Cummings will be executive producer of the series; Mr. Lake, producer; Mr. Berwick, director; Emil Newman, musical director; with various writers, including Charles R. Marion and Nat Tanchuck. Berwell is hopeful of an early start for the series on a network in early evening time to reach an all-family audience, Mr. Cummings said. *Jimmy and Me* should be attractive to advertisers because of its unusual dog's-eye nature and because it can be delivered for about half the cost of the average tv half-hour series, or less than $20,000 an episode.

OCDM prepares documentary

The Office of Civil and Defense Mobilization is readying a documentary series which will be available to commercial television stations at no charge.

Titled *Retrospect* and narrated by Douglas Edwards, the series consists of thirteen 15-minute filmed shows dealing with historic events of critical importance, as well as significant and famous personalities. Details of how *Retrospect* will be released will be announced "sometime after Jan. 1," the OCDM said.

Film sales...

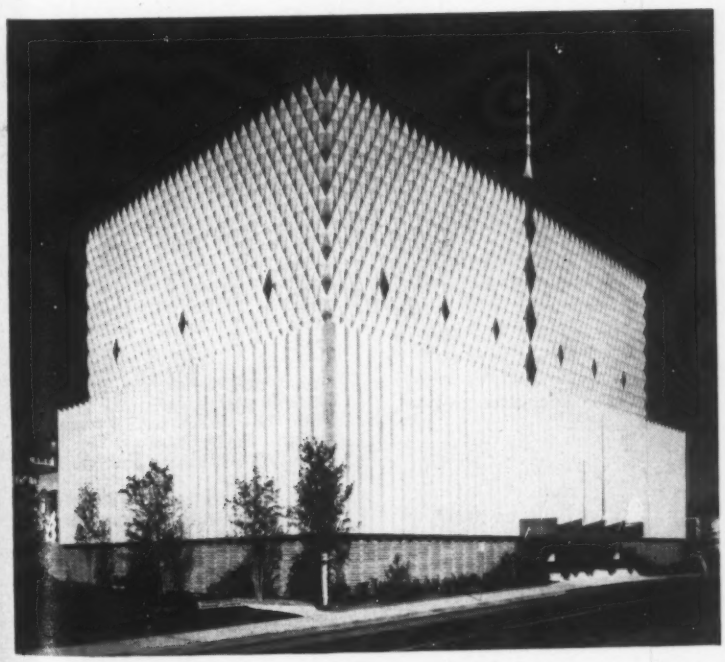
Brothers Brannagan (CBS Films): Sold to Sun Drug Co. for KDKA-TV Pittsburgh, and to following stations: WNAC-TV Boston; WXYZ-TV Detroit; WTOP-TV Washington, D. C.; WKRC-TV Cincinnati; WISC-TV Madison, Wis.; WEHT (TV) Evansville, Ind.; WTVP (TV) Decatur, Ill.; WTRF-TV Wheeling, W. Va.; WTVI (TV) Ft. Pierce, Fla.; KIFI-TV Idaho Falls, Idaho, and WKYT (TV) Lexington, Ky. Now in more than 120 markets.

Mister Magoo (UPA Pictures): Sold to WLOS-TV Asheville, N.C.; WLBZ-

Season's greetings

To all my friends in the
Radio and Television Industry

Oral Roberts



ORAL ROBERTS
EVANGELISTIC ASSOCIATION, INC.

International Headquarters,
Tulsa 2, Oklahoma

Gov. Davis replies

Representatives of Louisiana Gov. Jimmie Davis reportedly were shopping for television time in major northern markets last week. The time would be used to present a selected series of Gov. Davis' speeches on the school integration problem and to present his case against what he calls "federal court encroachments against states' rights." The governor has ordered copies of some of his Louisiana-wide telecasts made during the past month. Officials aiding him are reported to have said these will stress the overall federal-state conflict rather than the racial issue alone and that the broadcasts will bypass angry blasts by segregationist extremists.

TV Bangor, Me.; KVOS-TV Bellingham, Wash.; KBOX-TV Boise, Idaho; WKBW-TV Buffalo, N.Y.; WGN-TV Chicago; WCPO-TV Cincinnati, Ohio; WBNS-TV Columbus, Ohio; WEWS (TV) Cleveland; WPTA (TV) Ft. Wayne, Ind.; WBAY-TV Green Bay, Wis.; WTTV (TV) Bloomington-Indianapolis, Ind.; WFGA-TV Jacksonville, Fla.; KTTV (TV) Los Angeles; KDUB-TV Lubbock, Tex.; WTVJ (TV) Miami, Fla.; WCCO-TV Minneapolis, Minn.; WDSU-TV New Orleans; WNEW-TV New York; WVBC-TV Norfolk, Va.; KTVK (TV) Phoenix, Ariz.; WTAE (TV) Pittsburgh, Pa.; WCSH-TV Portland, Me.; KSD-TV St. Louis, Mo.; KUTV (TV) Salt Lake City, Utah; KPIX (TV) San Francisco; KING-TV Seattle, Wash.; KOTV (TV) Tulsa, Okla.; WTTG (TV) Washington, D.C.; CKLW-TV Windsor, Ont., Canada (Detroit); KTVH (TV) Hutchinson (Wichita), Kan.; WKBN-TV Youngsville, Ohio.

Alexander Korda Film Classics (Television Industries Inc.): Sold to KCRA-TV Sacramento; WFGA-TV Jacksonville, Fla.; WTVT (TV) Tampa, Fla.; WEHT (TV) Evansville, Ind.; WISH-TV Indianapolis; WNDU-TV South Bend; WVUE (TV) New Orleans; WABI-TV Bangor, Me.; WMTW-TV Poland Spring, Me.; WAGM-TV Presque Isle, Me.; WPBN-TV Traverse City, Mich.; KOB-TV Albuquerque; WKBW-TV Buffalo; KFYR-TV Bismarck, N.D.; WDAY-TV Fargo; KNOX-TV Grand Forks, N. D,; WMOT (TV) Minot, N. D., KUMV-TV Williston, N. D.; WKRC-TV Cincinnati; WHIO-TV Dayton, Ohio; WHBQ-TV Memphis; WCAX-TV Burlington, Vt., and WVEC-TV Norfolk, Va.

Miami Undercover (Ziv-UA): Sold to Fels & Co., for WHO-TV Des Moines and KELO-TV Sioux Falls, S. D.; Cheerful Charley's People's Furniture Co., WOC-TV Davenport and WBRE-TV Wilkes-Barre; WFBC-TV Greenville, S. C.; WCTV (TV) Tallahassee; WALA-TV Mobile, and WFLA-TV Tampa. Now in 61 markets.

Program notes...

'Griffith' author set ▪ Arthur Knight, author and *Saturday Review* film critic, has been named to write the script for a 90-minute television special on D. W. Griffith, one of the film industry's first great directors. The Griffith project is one of a series that will be produced for television by Allied Artists' International Films Division, under the supervision of Jack L. Copeland, executive producer.

Five-time winners ▪ NBC-TV reports

OCCASION

Here are the next 10 days of network color shows (all times are EST).

CBS-TV

Dec. 25 (5-6 p.m.) **Christmas Startime**, Ford through Kenyon & Eckhardt.

NBC-TV

Dec. 19-21 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Dec. 19-21 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Dec. 19-23, 26-28 (10:30-11 a.m.) **Play Your Hunch**, part.

Dec. 19-23, 26-28 (11-11:30 a.m.) **The Price Is Right**, part.

Dec. 19-23, 26-28 (12:30-1 p.m.) **It Could Be You**, part.

Dec. 19-23, 26-28 (2-2:30 p.m.) **The Jan Murray Show**, part.

Dec. 19-22, 26-28 (11:15 p.m.-midnight) **The Jack Paar Show**, part.

Dec. 21 (8:30-9 p.m.) **Project 20**, U. S. Steel through BBDO.

Dec. 21, 28 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Dec. 22 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Dec. 23 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through N. W. Ayer.

Dec. 24 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Dec. 24 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, Gen. Mills through Dancer-Fitzgerald-Sample.

Dec. 24 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Dec. 25 (6-6:30 p.m.) **Meet the Press**, sust.

Dec. 25 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson. Beechnut through Young & Rubicam.

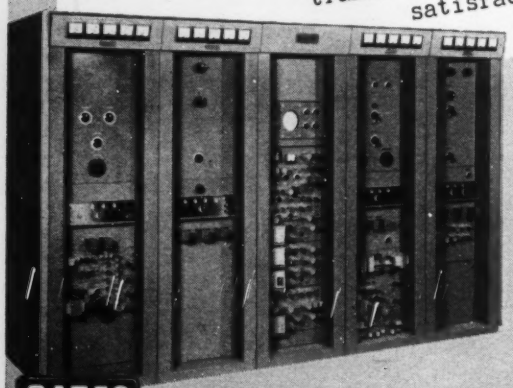
Dec. 25 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Dec. 28 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel

Another GATES Success Story in TV...

Says Rex Howell, president, KREX-TV, Grand Junction, Colorado about the Gates BT-5C 5 KW TV Transmitter:

"I must take time to let you know how happy we are with the color performance of the Gates BT-5C transmitter. We had Studio A filled with guests last Sunday night to watch a color demonstration and their response was most enthusiastic. The color definition was as good or better than any I have seen. Needless to say, this Gates television transmitter is a great source of satisfaction to all of us at KREX."



Under development for more than two years, the Gates BT-5C 5 kilowatt VHF television transmitter provides the most exacting color and monochrome transmission.

For detailed technical information, write today for Bulletin 115-L—yours for the asking.

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Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

has scheduled repeat presentations of o *Project 20* documentaries—"The wisted Cross," a study of the rise and ll of Adolf Hitler, and "Life in the 0's"—because of "popular demand." oth programs have been shown four mes in the past. "The Twisted Cross" now set for Jan. 3 (10-11 p.m. EST) d "Life in the 30's" for Jan. 24 (10- p.m. EST).

r the deaf ▪ *The Dave Garroway To- y Show* (NBC-TV, Mon.-Fri., 7-9 m. EST) devoted the entire 2 hours f last Friday's program to an exami- ation of the problems of the deaf and ard-of-hearing, and what is being done help them. Guests included: Broad- ay star Anne Bancroft; singer Johnnie ay, and Mrs. Evelyn D. Seide, present mpanion of Helen Keller.

Hands off ▪ The head of the Police Juvenile Bureau of Huntington, W. Va., has credited WSAZ-TV, that city, with helping the department wrap up a child-molesting case. On Aug. 30 WSAZ-TV telecast *The Child Molester,* which was designed to acquaint parents and children with the methods and dangers of this type of criminal. A 13-year-old girl who had been instructed by her mother after viewing the program was able to give complete identification of a molester including the license number of his car.

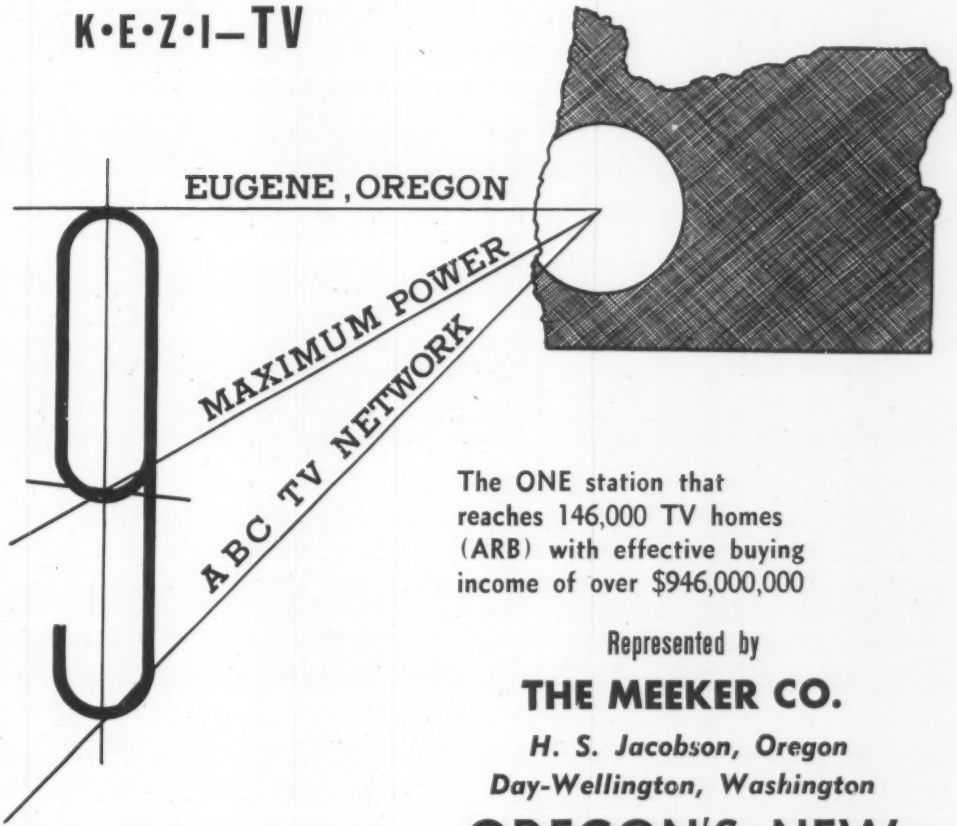
Extra dividend ▪ Universal Pictures Inc., N. Y., will pay a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable Dec. 28 to stockholders of record at the close of business on Dec. 19.

After dinner specialists ▪ A short film now in production for syndication and nontheatrical distribution by Emerson Yorke, independent producer, outlines the origin and growth of Toastmasters International. The nonprofit group has a membership of 3,200 toastmaster clubs, of which there are some 80,000 after-dinner-speaker members. There are branches in 40 countries and territories. The film will be based on the *Reader's Digest* article "Accustomed as I Am."

New series for ABC-TV ▪ A new half-hour series produced by Ziv-United Artists Inc., titled *Small Town D. A.,* has been acquired by ABC-TV for presentation on the network during the 1961-62 season. It is based on a book

SET YOUR SIGHTS ON K•E•Z•I—TV

The ONE station that dominates the only major market between Portland, Oregon and San Francisco, Calif.



The ONE station that reaches 146,000 TV homes (ARB) with effective buying income of over $946,000,000

Represented by

THE MEEKER CO.

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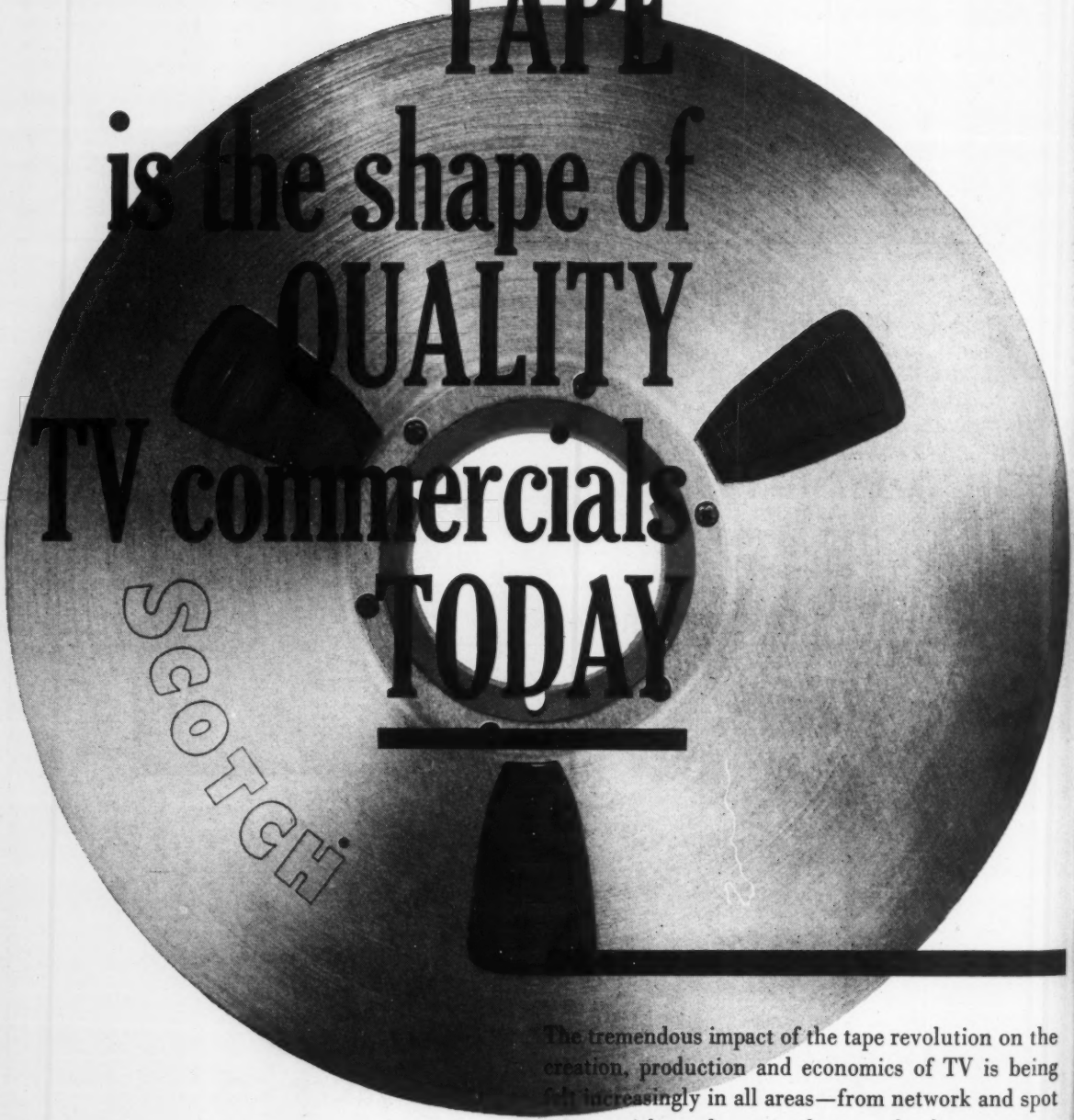
OREGON'S NEW CHANNEL

VIDEO TAPE is the shape of QUALITY TV commercials TODAY



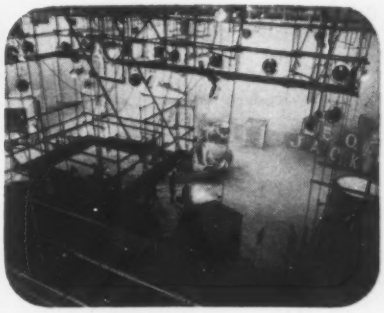
The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .

6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE

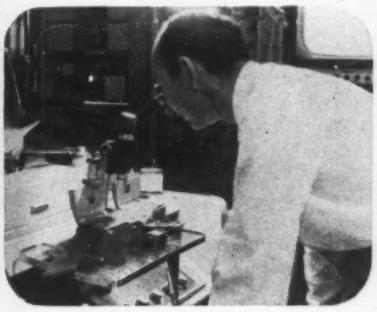
brings new quality and savings to your TV commercials!

The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.

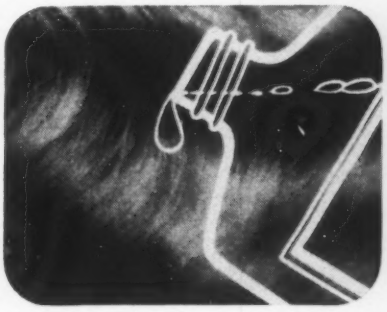
Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.



Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.

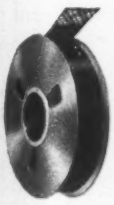


Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.



Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.

Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!

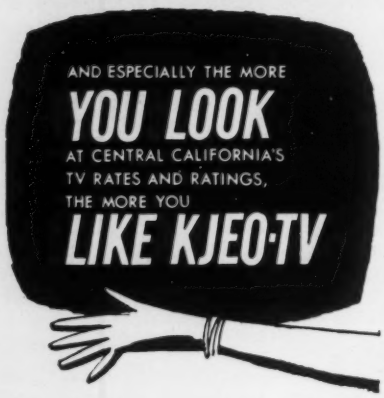


"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.

Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY



channel 47
KJEO

abc for Fresno, California
J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

of the same name by Robert Traver, author of *Anatomy of a Murder*.

Wanted: college composers ▪ Broadcast Music Inc. reports that a prize of $1,000 will be awarded to the composer and lyricist of the best college musical comedy or revue presented in the U. S. and Canada during the 1960-61 academic year. An additional award of $500 will be made to the drama or music department, or to the student dramatic club sponsoring the production. Rules for the competition, which closes May 15, 1961, are available from Robert Sour, BMI, 589 Fifth Ave., New York 17.

Upbeat up North ▪ The Canadian Office of International Television Programs, foreign distributor for Ziv-UA products, reports that in its year of operation, 142 sales were concluded involving 27 separate shows. Included were the sale of *Aquanauts* to the CBC and a regional sale for the second year run of *Lock Up* in 33 Canadian markets.

Time change ▪ *Rocky and His Friends* will be presented in a new time slot on Sundays on ABC-TV, beginning Dec. 25 (5:30-6 p.m. EST). The program was formerly seen at 12:30-1 p.m. EST.

Ready for stripping ▪ Two NTA properties—*Sheriff of Cochise*, and *U. S. Marshal*—are being offered to tv stations as strip programming under the title *Man From Cochise*. The new series combines 78 episodes of *Sheriff* and similar number of *Marshal* segments.

Full speed ahead ▪ Four Star Television is filming a record total of 17 segments for 11 tv series in the two weeks prior to Christmas, affecting all the studio's product except *The Westener* and *The Corrupters*, which are both currently taking a lay-off in production.

Big league show ▪ Desilu Productions has set a new half-hour situation comedy series, *You Can't Win 'em All*, for production for airing during the 1961-62 season. Bob Weiskopf and Bob Schiller wrote the pilot for the series, to chronicle the home life of a big league ballplayer, based on the book, *The Long Season*, by Cincinnati Redlegs pitcher Jim Brosnan.

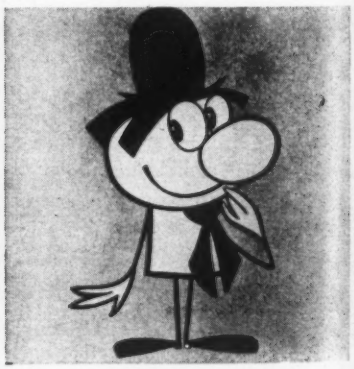
A growing industry ▪ Teletalent Inc., N. Y., tv producing company, predicted

Time-saving device for animated cartoons

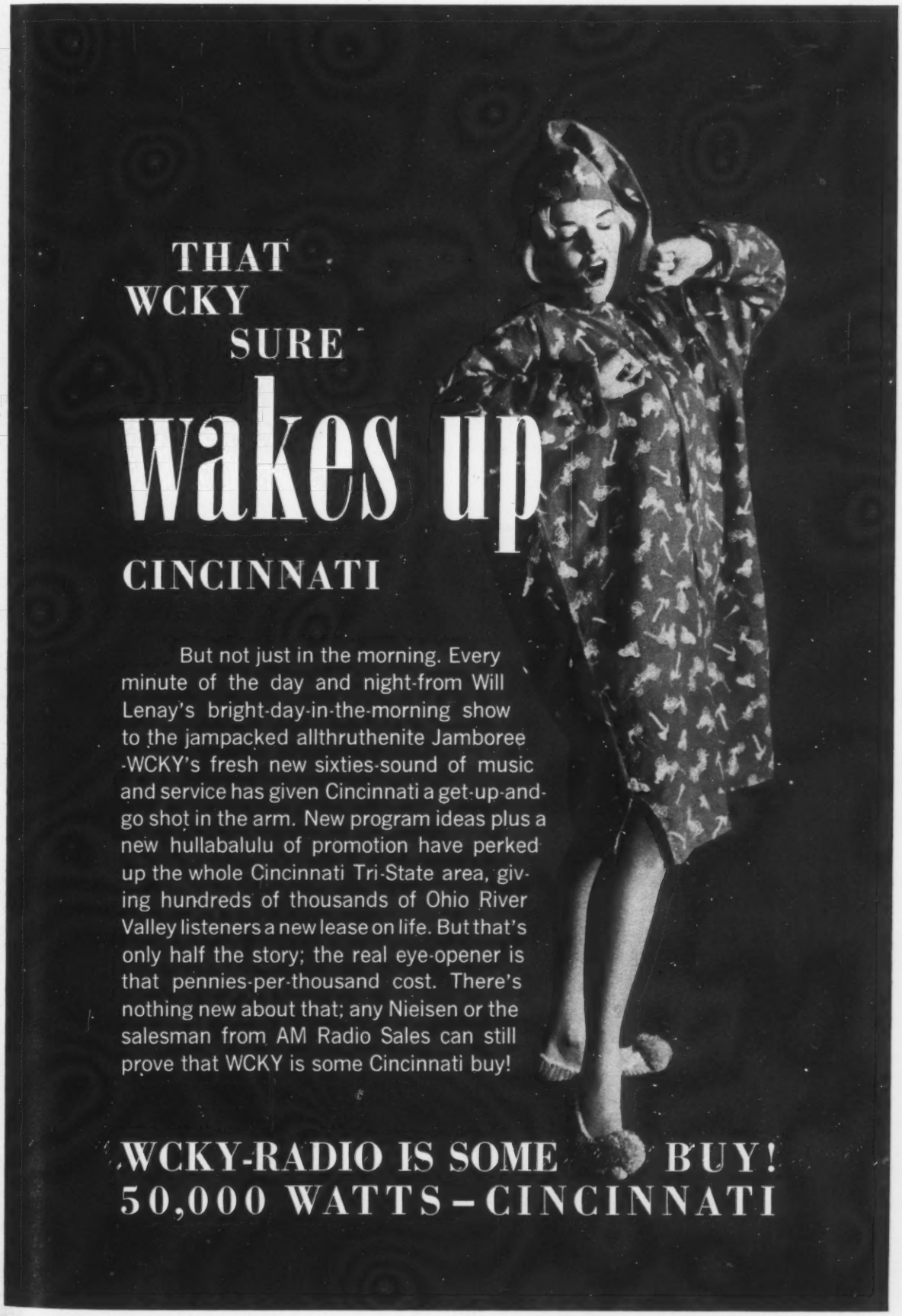
Title roles in a new cartoon series of 26 seven-minute episodes, entitled *Snip and Snap*, are played by a pair of scissors and a paper cut-out dog (above). Produced by Halas & Batchelor and distributed by Interstate Television Corp., New York, *Snip and Snap* presents a new form of three-dimensional animation in which the characters move in a world of paper fantasy. The series was awarded first prize in the children's films category at the 1960 Venice International Film Festival.

A second new animated series, *Foo Foo*, is also available and may be purchased separately or in combination with *Snip and Snap*. Halas & Batchelor's *Foo Foo* (see picture) is drawn with a specially developed drawing pencil called Cell-graph, which reduces drawing time of a seven-minute film to six weeks, using only a key animator and one skilled assistant. Previously it took a team of 15 artists as much as 16 weeks to complete the thousands of individual drawings. *Foo Foo* is reported to be the first series of films made by the new process. Interstate, subsidiary of Allied Artists Pictures, reports that WGN-TV Chicago is the first station to purchase both of the animated series.

Snip and Snap



Foo Foo


THAT WCKY SURE
wakes up
CINCINNATI
But not just in the morning. Every minute of the day and night-from Will Lenay's bright-day-in-the-morning show to the jampacked allthruthenite Jamboree -WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nieisen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!
WCKY-RADIO IS SOME BUY!
50,000 WATTS – CINCINNATI

In TV too...FILM does the "impossible"

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced *economically . . . efficiently!*

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	130 East Randolph Drive	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 1, Ill.	Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Corning Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.

Buick blows its horn on 'Factory Whistle'

Early risers within listening range of WKMF Flint, Mich., are getting an earful these mornings of things they never knew before about the 18,000 employes of Buick Motor Div., which is located in Flint.

The reason is *The Factory Whistle*, a program sponsored by Buick and dedicated to the proposition that the community in which its employes work should know more about them. It is carried daily, Monday through Friday, from 6 to 7 a.m.

"*The Factory Whistle* is designed specifically to give public recognition to the important role Buick employes play in the community," explains G. H. Rideout, director of public relations for Buick. "It will recognize specific employes for their accomplishments in community work." Mr. Rideout is shown (l above) with Bill Lamb, Flint d.j., who is conducting the program.

Besides items about Buick workers and their families, *The Factory Whistle* carries a budget of local and national news, sports and weather. It also will be used, says Mr. Rideout, to promote civic projects which benefit the entire community.

Mr. Lamb, a Flint air personality for a number of years, is enthusiastic about his new assignment, in which he is known as "the voice of the men of Buick."

Messrs. Rideout and Lamb

"This is the kind of program people dream of," he says—music, news, sports, time and weather. "And best of all, no commercials."

In the vast Buick organization, populated as it is by ex-stunt flyers, ballplayers, singers, artists and cowboys, Mr. Lamb sees a gold mine of stories and anecdotes. Uncovering the nuggets, he says, "should be exciting."

At present, *The Factory Whistle* is scheduled for a 13-week tryout. If the men of Buick like its sound, Buick will sign up for the show for one year.

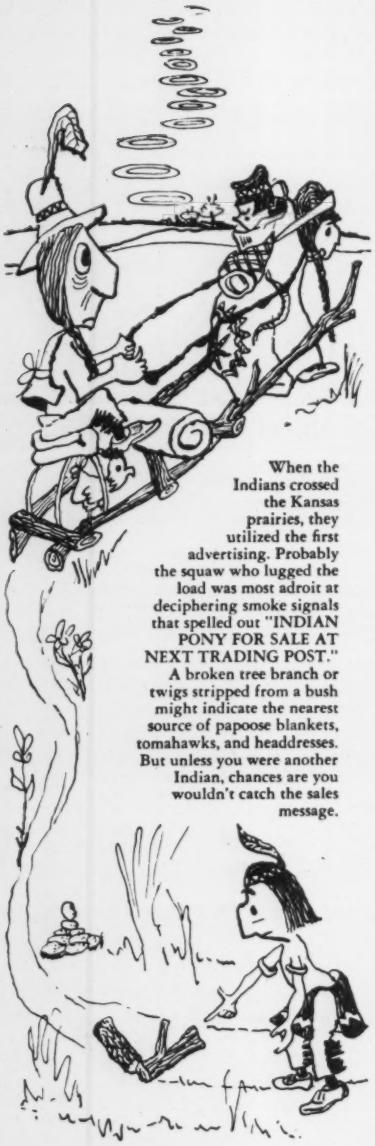
last week that more than five times more money will be spent in 1965 on "special audience tv" than was spent in 1959. Teletalent said a survey showed that about $7 million was spent in "special audience" tv in 1959 and this figure should grow to more than $35 million in 1965. Included in "special audience" tv, according to Teletalent, are closed-circuit telecasts, broadcast tv beamed to special groups like school children, the making of medical films on tape and consulting on tv technology with groups that lack technical personnel.

Living sales ▪ C. F. Productions Inc., N. Y., reports six additional sales of Carlton Fredericks' *Living Should Be Fun* radio program, bringing to 35 the number of markets for the 25-minute stripped show. The six stations are WLAV Grand Rapids, Mich.; WRTA Altoona, Pa.; WMAL Washington, D. C.; WENY Elmira, N. Y.; WJOY Burlington Vt., and KXYZ Houston, Tex.

Fitzpatrick film ▪ The editorial cartoons and comment of Pulitzer Prize-winning cartoonist Daniel R. Fitzpatrick have been recorded in a new National Educational Television series, *Forty-Five Years with Fitzpatrick*. The film series consists of 16 half-hour episodes which recreate important national events and problems the U. S. faced during Mr. Fitzpatrick's long career with the *St. Louis Post-Dispatch* (1913-1958).

Tv rights ▪ Filmaster Inc. has purchased tv rights to *Nightside*, radio series originated at KMPC Los Angeles, and has produced three five-minute episodes with Donn Reed, reporter-commentator on the series since its inception on KMPC last January, serving in a like capacity for the tv series. Fritz Goodwin produced and Richard Cunha directed the first tv shows, with a total of 260 to be filmed, resuming after the holidays. *Nightside* presents the unusual, off-beat side of Los Angeles after dark. Series was developed from an idea of Robert Forward, KMPC vice president in charge of programs.

Wide selection ▪ Allied Radio Corp. has issued a stereo record and tape catalog which includes detailed, informative listings of over 1,000 of the latest stereo records as well as over 400 two- and four-track stereo tapes. The cata-



When the Indians crossed the Kansas prairies, they utilized the first advertising. Probably the squaw who lugged the load was most adroit at deciphering smoke signals that spelled out "INDIAN PONY FOR SALE AT NEXT TRADING POST." A broken tree branch or twigs stripped from a bush might indicate the nearest source of papoose blankets, tomahawks, and headdresses. But unless you were another Indian, chances are you wouldn't catch the sales message.

Totem Poles gave way to transmitting towers . . . and Kansas prairies today are being crossed by the KTVH television signal, beaming messages that spell GOODS and SERVICES to customers and WAMPUM for producers and manufacturers. And you don't have to be an Indian to understand the language. When you buy KTVH, your message reaches prospective customers in the heart of the oil, cattle, agriculture, and aircraft production area. To sell this scalp-tingling Kansas Market, buy KTVH with unduplicated CBS-TV coverage in Wichita and 14 other important Kansas Communities.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH KANSAS
■ WICHITA AND HUTCHINSON ■

log lists classical records and tapes alphabetically by composer and jazz and popular selections by performing artist, group, orchestra or title. In almost every case a complete rundown of selections included in albums are listed. Most of the major labels engaged in stereo recording are represented. Copies of the catalog are free on request from Allied Radio Corp., 100 N. Western Ave., Chicago 80. As for Stock No. 26 RR 999.

Acquisition ▪ Boothe Leasing Corp. of San Francisco and New York has acquired the assets of Producers Service Co., Burbank, Calif., engaged in leasing specialized photographic equipment and accessories to theatrical and tv film producers for an undisclosed amount. E. B. (Mike) McGreal, for many years a photographic executive with Warner Bros. and 20th Century-Fox, will be a vice president of Boothe and general manager of the Producers Service operation.

Sing-alongs ▪ Commercial Recording Corp., Dallas, has borrowed the popular record-album idea typified by the "Sing Along with Mitch Miller" albums and converted it to use for radio station IDs. Each ID is based upon a traditional melody with which most of the audience will be familiar.

Tel Ra's make-them-yourself title cards

An office photocopying machine, added to regular in-shop film production gear, has been found by one production firm as useful in cutting sharply the cost and time factors involved in the making of tv title cards. The firm is Tel Ra Productions, an affiliate of W. Wallace Orr Inc., Philadelphia advertising agency.

Tel Ra specializes in the production and distribution of sports programs for tv in all fields. Raw films are rushed to the firm for fast processing, editing, titling and duplicating, then rushed on to stations. The titling innovation cuts time for that function from a day or more to mere minutes since outside service is eliminated. Cost per title card also is reduced from the usual $5-7.50 to about $1. The annual saving is estimated at more than $3,000.

The "work tools" which Tel Ra is using include Anken Many-Copy paper and Anklor F film; a Fotowriter; an Ampto "14" Photocopier, and an Anken "12" Processor. The technique was worked out by Lou Cesarone, head of Tel Ra's reproduction services, and Poly-Graphic Duplicator Corp., Philadelphia. The title cards are used for screen credits, superimposed scores, sequence bridges and other printed material which is dubbed into the film. The cards are durable and can be filed for later re-use.

How does it work? The lettering to be used on a card first is set up and developed in a Fotowriter film type copying unit, utilizing Anklor F (Anken) film. Next, the developed strips of photo type (black letters on a clear film background) are attached by Scotch tape, properly spaced, on a piece of clear film, usually 8½ by 11 inches (see picture). The phototype pasteup then is placed in contact with a piece of

Mr. Cesarone composes title

Many-Copy paper so that a right-reading image will result. After being put through the exposing section of the Ampto photo-copier, the Many-Copy paper then is processed in the developing section.

"We achieve a remarkable blackness in the background and crisp whiteness in the lettering by putting the paper through the developing solution twice," Dan Wise, Tel Ra production manager, said. "This usually eliminates all pin holes or blemishes that might show up in the enlarged tv screen image."

Finally, the Many-Copy title card is run through a fixative. The sheet then is ready for use in stripping into the final film. For convenience, Tel Ra acquired an Anken "12" Processor for this operation.

Occasionally there is need for a black-on-white copy of a title card. To obtain this, the finished white-on-black Many-Copy title sheet is backed by an unexposed sheet; the light setting on the Ampto "14" exposing unit is stepped up, and the additional copies are exposed and processed in exactly the same manner as above.

You roll it... let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality... Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you . . . assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming . . . give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than ½ second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

RCA Broadcast and Television Equipment, Camden, N. J.

Get the full facts on the new RCA TK-21C Vidicon Film Chain! See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. OC-22, Building 15-1, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

3M, WARNER-LAMBERT DELAY MERGER

They're waiting for go-ahead from Justice Dept.

Minnesota Mining & Mfg. Co. and Warner Lambert Pharmaceutical Co. have applied the brakes to their proposed merger plans (BROADCASTING, Aug. 29) pending a green light from the Justice Dept.

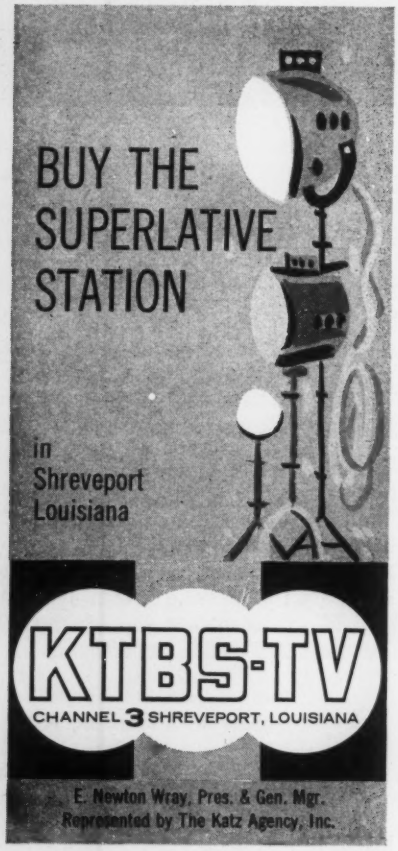
The action came in a joint announcement that said the two firms had asked the government to look into possible antitrust implications "some time ago" and that the probe "may continue for some time." As a result, 3M and W-L reported, "The only wise course remaining open is to postpone completion of the proposed action until clearance has been obtained."

The move also was interpreted as reflecting a "wait and see" attitude in connection with the policies of new democratic administration.

Last Wednesday's statement signed by William L. McKnight, 3M board chairman, and Elmer H. Bobst, Warner Lambert chairman, hinted at this conjecture. "When the combination was first proposed [last Aug. 22] it was our opinion based on the advice of our respective attorneys, that it could be effected within the framework of the antitrust laws," they stated. "However recognizing that the Dept. of Justice may have a different point of view and realizing that any action by the department subsequent to the actual joining of the two firms could result in lengthy litigation, we decided to ask the department for clearance before taking final action."

Under terms of the proposal, to which officials of both companies already had agreed 3M would expand from magnetic tape production, home recording systems and MBS network ownership into the proprietary field combining resources with those of a leading broadcast advertiser. The proposal has not been submitted to stockholders yet though their respective boards "passed on the combination in principle" it was reported.

The negotiations which came to light last summer called for an exchange of stock with some phases of 3M research to be applied to medicinal and pharmaceutical products. The two companies had combined sales of nearly $700 million and earnings of about $80 million in 1959. Warner Lambert is acknowledged to be a $30 million advertiser with perhaps half in broadcast media.


BUY THE SUPERLATIVE STATION
in Shreveport Louisiana
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
E. Newton Wray, Pres. & Gen. Mgr.
Represented by The Katz Agency, Inc.

EIA head reports sets sales up 5% in 1960

L. Berkley Davis, president of Electronics Industries Assn., in a year-end statement reported a 5% increase in factory sales of consumer products, including radio and tv sets, over 1959. He predicted a similar rise for 1961.

Figures for the past year were $2.1 billion compared with $2 billion in 1959. He ventured consumer product sales would reach $2.2 billion in 1961. Replacement component sales held steady at $900 million.

The electronics industry will have established an all-time high of $9.75 billion in factory sales by the end of 1960, the EIA president said. Pointing out that electronics was running contrary to the trend of decline in the national economy, he said, "We believe the business will advance another 6% [overall] during 1961 to a $10.3 billion total."

Other trends spotted by Mr. Davis were:

▪ "Extremely tough competition"—"The day is disappearing when a bright young scientist or engineer with a new idea can enter the electronics business in a major way."

▪ The prospect for consumer goods sales "substantially brightened if the FCC, as expected, soon establishes transmission standards for fm stereo radio broadcasting."

▪ "Most promising opportunities" in the development of non-entertainment electronic products (such as safety devices, home-improvement facilities) now on the verge of being mass-produced at mass-market prices.

Technical topics...

New models ▪ RCA Victor introduced 12 new color tv receivers, each equipped with the exclusive "new vista" tuner and chassis refinements, at a West Coast distributors' meeting Dec. 14 in San Francisco. The new models range in suggested retail price from $495 to $775. Distributors also were shown 15 new black-and-white models with 23-inch picture tubes. Their suggested retail prices ranged from $199.95 to $359.95.

New office ▪ Raytheon Co. has opened a new regional commercial office at 3110 Maple Drive N.E., Atlanta. Robert A. Chalmers, district manager for the Distributor Products Div., and John S. Barber, sales representative for the Communications and Data Processing Operations will make their headquarters there.

Sets up quarters ▪ Morgan Engineering Co., which has offices in Lake Charles, La., Montgomery, Ala., Gulfport, Miss., and Houston, has now opened an office in Beaumont, Tex., at 2232 North St. Emanuel Morgan, senior partner and a consulting engineer since 1927, will be in personal charge of the branch.

New amplifier ▪ Dynair Electronics Inc., San Diego, Calif., has announced development of a Video Line Driving Amplifier (Model LDA-1A), capable of sending a high resolution, 600-line television signal through 5,000 feet of RG 11/U coaxial cable—or longer distances when lower-loss cables are used. E. G. Gramman, company president, says the new amplifier will extend the usefulness of industrial and closed circuit television by extending the distance between cameras and monitors.

Step forward ▪ RCA announced last week that the company has achieved a "major advance" in the distribution of educational signals to classrooms through the development of an RCA bi-directional distribution system. It makes possible the sending of tv signals in two directions simultaneously over

Season's Greetings

to all our friends

in the entertainment world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK

the same cable arrangement. RCA officials said it permits closed-circuit material to be introduced into the system from any classroom while enabling reception of off-the-air tv signals.

Movin' again ▪ Foto-Video Electronics Inc., Cedar Grove, N. J., reports that ground-breaking ceremonies were held last week for a new plant containing 30,000 square feet of work area. The company produces a complete line of electronic equipment in the tv broadcast, closed circuit, and current-voltage related power supply field, including cameras, video monitors, and sync generators. The six-year-old company has outgrown three plant locations.

Versatile triode ▪ The Machlett Laboratories Inc., Springdale, Conn., (a subsidiary of Raytheon Co.) has developed an extremely rugged triode designed as an oscillator, frequency multiplier or power amplifier in radio transmitting service. The ML-7698 is a high-mu, planar triode with a frequency range up to 3,000 mc. Featuring low inter-electrode capacitance, high transconductance and high mechanical strength, the tube has a compact metal and ceramic coaxial construction making it well suited for operation in line-type circuits at lower frequencies as well as in cavity resonators at the higher frequencies, the company reports.

Adds space ▪ Sylvania Electric Products Inc., Woburn, Mass., has announced plans for a 17,000-sq. ft. addition to its semiconductor plant at Hillsboro, N. H. According to William J. Pietenpol, vice president and general manager of Semiconductor Div., the addition is needed "to accommodate advanced manufacturing and testing equipment to meet the growing demand for crystal diodes and transistors."

SMPTE tape standards ▪ The Society of Motion Picture & Television Engineers reports it now has available four proposed American standards on video tape recording. The first specifies dimensions for the width, thickness and curvature of 2-inch video magnetic tape; the second pertains to the audio records for the tape recordings; the third specifies the locations and dimensions of the video, audio and control records on the tape and the fourth specifies the rate of travel of tape in video tape recorders. Copies of the four proposed standards are available from the SMPTE headquarters, 55 W. 42nd St., New York 36, N. Y.

Music in the air ▪ Johnson Electronics Inc., Casselberry, Fla., has developed a fully transistorized tuner for the background-music industry. The firm also manufactures transistorized amplifiers for this specialized market. The tuner, Model JE 6 MA I, is a universal type for use with other Johnson tuners, telephone line input or tube type tuners. Price: $49.95.

INTERNATIONAL

CALDWELL'S SUCCESSFUL BID

Gets okay for second Canadian television network which plans to start operations next September

Spencer W. Caldwell, who unsuccessfully tried for a television station license at Toronto last March, will head the first independently-owned Canadian brodcasting network. The Board of Broadcast Governors at its Ottawa meeting on Dec. 9 approved formation of the privately-financed television network.

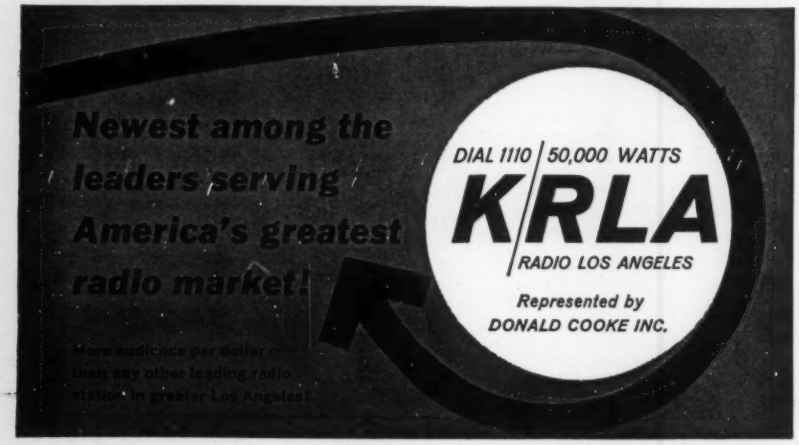
Mr. Caldwell and prominent Toronto businessmen will form Canadian Television Network Ltd., and will be ready to start feeding programs to the transcontinental network by September 1961.

Conditions of the award include supplying a minimum of 10 hours programming each week and having a minimum of six affiliated stations, not affiliated with the Canadian Broadcasting Corp. Affiliated stations will be the recently-licensed second stations in Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Montreal, Ottawa and Halifax.

Mr. Caldwell was the only applicant for a network franchise. He has been in radio since 1927, when he was 18 years old, and sold and serviced radio receivers in department stores at Winnipeg. He has been with Canadian Marconi Co., the station management and representative firm of Taylor-Pearson-Carson, commercial manager of CKWX Vancouver, manager of CJBC Toronto, and program division manager of All-Canada Radio Facilities. He formed his own firm about a decade ago, handling broadcast studio equipment, distributing films for CBS and others, and serving as Canadian distributor of TelePrompTer, and as advertising agency for Canadian Westinghouse.

Other Actions ▪ The Board of Broadcast Governors sanctioned the sale of CJAD Montreal, to Standard Radio Ltd., owners of CFRB Toronto; sale of CJNR Blind River, Ont., from Thomas Nash to Gino Marcon; sale of CJET Smiths Falls, Ont., from Hugh Gibson to R. W. Pollie; and sale of CJSS-AM-FM-TV Cornwall, Ont., from Cornwall Broadcasting Ltd., to a syndicate of Canadian Marconi Ltd., Montreal; Bushnell Broadcasting Associates Ltd., Ottawa, Ont.; Granada Tv Network Ltd., London, England; and Beaver Film Productions, Toronto. BBG also sanctioned the sale of CHFI-FM Toronto from E. J. Pigott to Aldred Rogers Ltd., Toronto, minority shareholders in CFTO-TV Toronto.

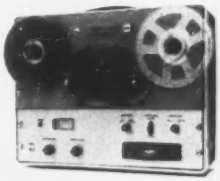
The BBG recommended granting a new class of temporary tv station licenses to unmanned very low power satellites to transmit signals from United States stations into areas which are not now served by Canadian tv stations. First such licenses go to Horace M. Card on ch. 4 at Saddle Mountain, B.C., to rebroadcast programs of KXLY-TV Spokane, Wash.; Mount Sentinel Television Co-Operative on ch. 5 at Mount Sentinel, B.C., to rebroadcast KXLY-TV Spokane, Wash.; and Sioux Lookout Chamber of Commerce, for two satellites to rebroadcast at Sioux Lookout, Ont., programs on ch. 6 of WDSM-TV Superior, Wis., and on ch. 3 of KDAL-TV Duluth, Minn. These licenses will be withdrawn when a Canadian video signal


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

...FEATURES YOU NEED AND CAN AFFORD

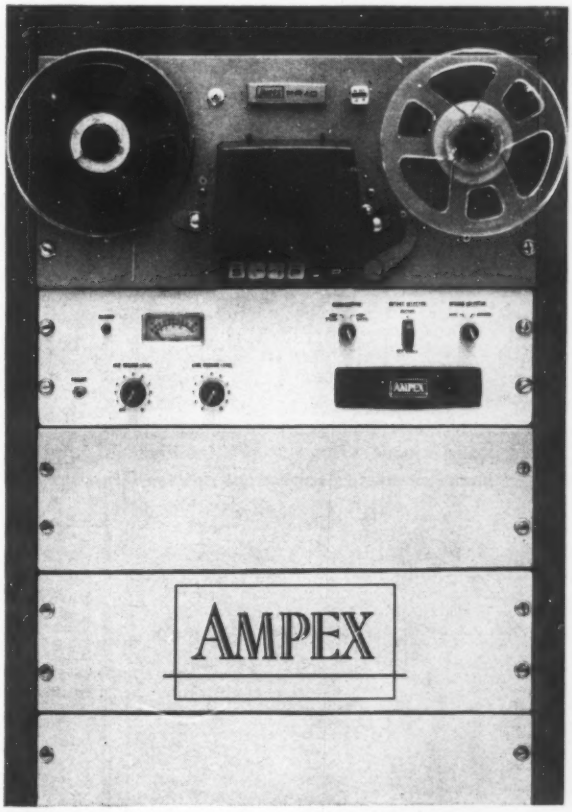
Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19″ w by 14″ h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



ASK YOUR AMPEX PROFESSIONAL DEALER FOR A DEMONSTRATION SOON.

PR-10



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can be consistently seen at these locations.

CFRB-FM Toronto, was recommended for increase in power from 600 w. to 200 kw and change of antenna site, on 99.9. mc. Separate programming from CFRB was not granted.

CFPL-TV London, Ont., was recommended for increase in height of antenna to 1,075 feet with maximum present power of 325 kw video and 195 kw audio on ch. 10.

Turned down for a power boost from 5 kw to 50 kw was CKOY Ottawa, Ont., on grounds that "on the basis of the performance of the station at this time, the board does not believe that the public interest requires a recommendation for approval."

CKSL London, Ont., was turned down on similar programming grounds in its application for an fm station which would carry CKSL programs.

First broadcast station on the Canadian Arctic islands was recommended for Frobisher Bay, Baffin Island, for a population of 760 Eskimos and 1,040 non-Eskimos including 300 U.S. servicemen at this military-commercial airbase north of the Hudson Straits. The license was granted to the CBC for a 40 w. station on 1200 kc, with programming in English, French and Eskimo.

A plea for permission to allow independently-owned Canadian tv stations to transmit color, was made by Maurice C. Punshon, a private individual of Toronto. Mr. Punshon told the BBG that even if the CBC did not at present want to go ahead with color tv programming, privately-owned stations were ready to do so, and such programming would boost sales of color sets and employ Canadians in electronics factories to make color receivers.

Canadian set sales dropping

Sales of both radio and television receivers in Canada continue to drop, according to figures of the Electronic Industries Assn. of Canada, Toronto. During October, sale of radio sets dropped to 51,982 units as compared with 56,270 sets in September, record month this year, and with 68,785 sets in October 1959. In the first ten months of 1960 radio set sales totalled 413,722 units against 482,281 in the same 1959 period. Only increase was in battery portable sets which went to 87,483 sets in the January-October 1960 period from 79,860 in the 1959 months.

Television set sales in October this year totalled 44,812 units against 56,410 in October 1959 and 46,944 in September 1960. Total sales for the January-October 1960 period were 275,911 units compared with 327,632 in the 1959 period.

VOA and Radio Moscow exchange radio programs

Broadcasts of exchange radio programs between the U. S. and the Soviet Union have been made in both countries and others are to follow, the U. S. Information Agency has announced.

USIA said two radio programs prepared by the agency's Voice of America have been aired on Radio Moscow—tapes of a concert by the Yale U. Russian Chorus Nov. 28 and Russian-language description and interviews made of displays at the National Gallery of Art and the Smithsonian Institute in Washington, D. C., on Dec. 2. Stations in some U.S.S.R. capitals also aired the two programs, USIA said.

Two Soviet radio programs, "Aram Khachaturian" and "Volga Folk Chorus," will be broadcast in the U. S. by arrangement with the National Educational Tv & Radio Center in New York and they have been or will be carried by U. S. stations on these dates: WJR Detroit, Dec. 8 and 15; WERE Cleveland, Dec. 11; KAFE (FM) San Francisco, Dec. 11 and 18; WCBS New York, Dec. 11; WGBH Boston, Dec. 16 and 17; WGMS Washington, Jan. 3 and 10; WXPN(FM) Philadelphia, Jan. 6 and 9; WFMT (FM) Chicago, Jan. 15 and 22.

Two other Voice of America tapes in Soviet hands for broadcast are a performance of "My Fair Lady" in Washington after its successful U.S.S.R. tour, including interviews with the cast, and an automobile trip from Washington to New York, with interviews. Other VOA-produced programs will be offered to the U.S.S.R. by the U. S. State Dept., USIA said.

ATAS starts planning for its tv festival

The Academy of Television Arts & Sciences has hired a man, rented space, collected $75,000 and now is staffing committees for its International Television Festival to be held in this country next fall.

Running festival headquarters at New York's Dorset Hotel is John Walsh, former coordinator of special programs for CBS-TV, now engaged by ATAS as executive director of the festival. Tex Mc Crary is chairman of the festival committee and last week made a key appointment among 14 subcommittees to be staffed in weeks to come. Jack Wrather, chairman of Wrather Enterprises, will head the finance committee, coming to New York from his Los Angeles headquarters after the first of the year to make an intensive solicitation effort among advertising agencies, sponsors, and producers.

The first contribution has come from ABC, CBS and NBC, giving equally for a total $75,000 to underwrite the festival. Henry S. White, vice president and general manager of WNTA-TV New York, is serving as treasurer of the event.

ATAS plans the International Television Festival as an annual event, the first to be held in New York and Washington saluting "greater world understanding through international television." Los Angeles will have the 1962 festival, 1963 to be announced, and it will return to New York in 1964 to coincide with the world's fair.

Festival headquarters will send invitations and emissaries to some 60 countries inviting participation next fall. Events will include program competitions, seminars, technological displays and demonstrations.

Screen Gems sells post-'48 films in Canada

Sales of 209 post-'48 films to seven Canadian stations, starting Jan. 1, was announced by Steve Krantz, vice-president and general manager of Screen Gems (Canada) Ltd., at Toronto. The series was sold to CBUT (TV) Vancouver, B.C.; CBOT (TV) Ottawa, Ont.; CBMT (TV) Montreal, Que.; CFTO-TV Toronto, Ont.; CJAY-TV Winnipeg, Man.; CHCT-TV Calgary, Alta.; and CJCH-TV Halifax, N.S.

The series consists of top Columbia pictures and includes some of the big-

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gest money making pictures in the industry.

While most Canadian stations will use the features after 11 p.m., CFTO-TV Toronto, which goes on the air on Jan. 1 on ch. 9, will use the films in prime evening time, with a different film six nights a week.

Screen Gems (Canada) Ltd., has also sold five films with French-language dubbed in, to CFTM-TV Montreal, Que., which goes on the air early in the new year as the city's second French-language station.

Abroad in brief...

Italian quota ▪ Radio and tv receivers are among a list of goods from which the Italian government on Dec. 14 removed quota and licensing import controls, according to a joint announcement from the U. S. State, Commerce and Agriculture departments.

New am ▪ CFCB Corner Brook, Nfld., new 1 kw station on 570 kc officially went on the air on Dec. 1, the first independent station on the Newfoundland west coast. Harold N. Butler, formerly managing director of VOCM St. John's, Nfld., is managing director of CFCB.

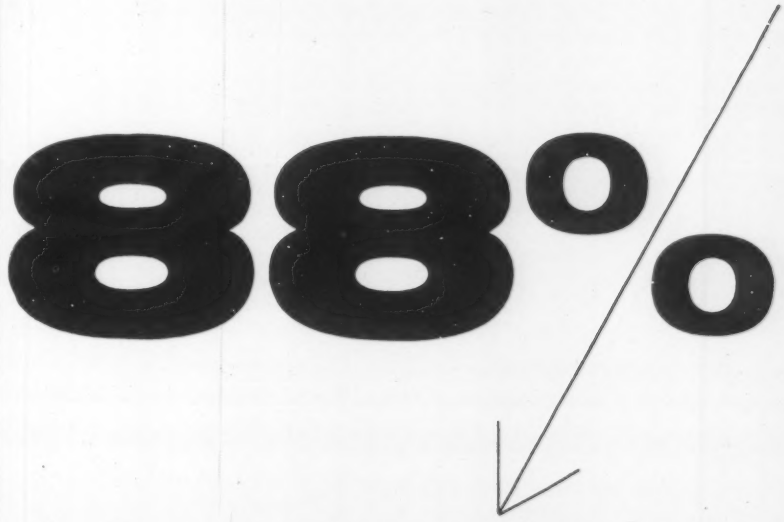
Swedish tv ▪ The number of tv sets in Sweden continues to rise and likely will total 1 million by year's end, according to the American-Swedish News Exchange. Currently, there are about 864,000 sets in use.

Target date ▪ CJOH-TV Ottawa, Ont., has set a target date of March 1 to start operations on ch. 13, E. L. Bushnell, president, stated at Ottawa early last month. Mr. Bushnell, formerly vice-president of Canadian Broadcasting Corp., was granted the second English-language Ottawa tv station license this summer. Work on erection of the 600-foot tower has started at nearby Hazeldean, Ont.

Around the world ▪ Canada's top tv comedians, Johnny Wayne and Frank Shuster, will have their 1960 *Mother Goose Pantomine* program released on three continents on three successive days. Canadian Broadcasting Corp., Toronto, has sold the 90-minute program to Granada Television in London, England, for showing on Dec. 26, and to the Australian Broadcasting Commission for showing on Dec. 24. The show will be telecast on the CBC network in Canada on Dec. 25. Kinescopes are being sent to both England and Australia because the latter has no video tape equipment as yet. Granada claims CBC kinescope is as good as video tape which would have to be converted to the British television lineage.

All six Wayne and Shuster one-hour programs in Canada this season are being sold by CBC to Granada Television for use in Great Britain.

when they saw what they were getting . . .



RENEWED!

It's a matter of record: 88% of the stations which ordered short, "trial" subscriptions have already renewed for full-year RSI record services!

That's one measure of the high value broadcasters place on RSI services. Here's another: In less than five months, close to 500 satisfied stations all over the U. S. and Canada have subscribed to RSI.

IT FIGURES.

FOR RSI GIVES SUBSCRIBERS (1) THE BEST OF THE NEW RELEASES AS CHOSEN BY THE BILLBOARD; (2) FASTER THAN THEY FORMERLY GOT THEM; (3) AT LOWER PRICES THAN THEY WOULD ORDINARILY PAY. AND, WE GUARANTEE COMPLETE SATISFACTION!

What's more, in response to the different record needs of different stations around the country, RSI expanded its operations to make six* different record services available to subscribers.

The growing subscriptions and the increased services underscore the fact that RSI makes a lot of sense to broadcasters who need an assured supply of good, new records.

So . . . before you make up your 1961 record budget, write for full details of what RSI can do for your station. No obligation, of course. Just a sure way to find out how you, too, can get better records — cheaper and faster. Write today.

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**Weekly singles: "Hot 100" . . . "Easy Listening" . . . "Country Music." Monthly popular and classical albums. Catalog Album Service.*

DRAW top ratings with
"CHATTER'S WORLD."
DISTRIBUTED BY
STERLING TELEVISION CO. INC.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO

The Station of Quality in the Quad-Cities

QUAD-CITIES

CBS
WHBF
RADIO and TELEVISION

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BROADCAST ADVERTISING

Helmut Krone and **William Taubin,** group art directors; **David Reider,** copy group supervisor; **E. B. Weiss,** director of special merchandising service, and **Dorothy Parisi,** assistant general manager, all elected vps at Doyle Dane Bernbach, N. Y.

Jack Benoze elected vp of Doherty, Clifford, Steers & Shenfield, N. Y., and appointed account supervisor on Eastman Chemical Products account. **R. Richard Carens,** vp and account supervisor on Eastman, named director of marketing and retail promotions for account. **F. Richard Olsen,** senior timebuyer, named assistant media supervisor.

Mr. Newman

Bruce L. Newman, formerly vp of McCann-Erickson, N.Y., joins The Kudner Agency, that city, as senior vp and member of board of directors. Mr. Newman had previously been in advertising sales with Curtis and Meredith Publishing Cos.

Donald E. Leonard, director of media at Fuller & Smith & Ross, N. Y., named vp.

Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, chosen Chicagoan of the Year by Chicago Press Club. He was selected for civic work, including activity as general chairman of 1960 Crusade of Mercy, and will be honored at club's annual President's dinner in McCormick Place Jan. 28.

Reginald Dellow, vp and media director at Grant Adv., Chicago, elected president of Chicago Agency Media Group.

Helen Lydon, previously radio-tv director at John W. Shaw, Chicago, rejoins Clinton E. Frank, that city, as business manager for radio-tv department. She formerly was assistant to radio-tv director at agency.

J. R. Nowling and **Cameron Hervey** join General Public Relations Inc., subsidiary of Benton & Bowles, N. Y. Mr. Nowling was formerly account executive with McCormick Assoc., Washington, D. C. Mr. Hervey was, at one time, vp of Umbaugh Aircraft Corp.

Stephen Zimmerman, formerly product manager at Lever Bros., N. Y., joins Lennen & Newell, that city, as account executive on Best Foods Div., Corn Products Co.

Stephen Bogardo and **Joseph Orlando** join pr staff of Doremus & Co., New York advertising and pr firm.

Mr. Trude

Mr. Karcher

Alfred S. Trude Jr., media director, and **Kenneth B. Karcher,** assistant executive creative director, elected vps at Clinton-Frank Inc., Chicago. Mr. Trude held same post with Macfarland, Aveyard & Co. before joining Frank in 1958. Mr. Karcher formerly was associated with Earle Ludgin & Co.

Dale Armstrong joins publicity and pr department of Ted Bates & Co., N. Y., in executive capacity effective Jan. 3. Mr. Armstrong has been pr consultant. Prior to that he was executive vp of Allied Public Relations Inc., N. Y.

Edward F. Menerth Jr. moves from publicity department of O. S. Tyson & Co., New York, to New York office of Ketchum, MacLeod & Grove, as pr account executive.

Earl R. Zeisler appointed vp in charge of sales for Stroh Brewery Co., succeeding **Harold S. Wagoner** who moves to newly created post of vp-marketing.

Seymour (Zish) Molbegott, trade promotion manager in Pepsodent Div. of Lever Bros., named product manager for Pepsodent and Life Line toothbrushes.

Carl W. Plehaty Jr., foods account executive at Fletcher Richards, Calkins & Holden Inc., New York, appointed vp and advertising director of Boyle-Midway division of American Home Products Corp.

Philip R. Snyder, with A. S. Black & Co., Houston, promoted to vp. Before joining Black in 1958, Mr. Snyder was head of his own agency and was promotion manager of KXYZ, that city.

John Shull joins Wade Adv., Los Angeles, as account executive, after working as account supervisor at Lennen & Newell.

Mrs. Pike

Elizabeth Pike, formerly vp and copy group head at Benton & Bowles, N. Y., joins Compton Adv., that city, as creative group head. Mrs. Pike, who will work on variety of packaged goods and hard goods accounts, has been supervisor and copywriter at agencies since 1940.

Oliver L. S. Joy joins Miles Products division of Miles Laboratories Inc. as assistant advertising manager. He formerly was with Boyer Chemical Co., Evanston, Ill.

THE MEDIA

Bob King, formerly general manager of KSWO-TV Lawton, Okla., named vp and general manager of WTVP (TV) Decatur, Ill. Previously he served in sales capacity with WFAA Dallas.

George Eckles appointed manager of Boston office of The Bolling Co., and **Irving (Elly) Dierdorff** named salesman, that city.

Joseph Savalli, formerly director of Italian sales at WADO (then WOV) New York, named sales manager.

Mr. Sanger

Elliott M. Sanger, executive vp and general manager of WQXR New York, owned by *New York Times,* named general manager of newspaper's international edition in Paris, effective in early January. He will remain in that post for about six months when he will return to New York and to his duties at WQXR. **Richard Wendt,** *Times* production executive, will serve as assistant general manager under Mr. Sanger, and will succeed him as general manager of international edition when latter returns to New York.

Alex Dreier, NBC newsman, resigns from WNBQ(TV) and WMAQ Chicago following 20 years' service with NBC to join ABC's WBKB(TV), that city. Aside from new 10 p.m. newscast, he also will inherit John Daly's daily ABC radio newscast Jan. 2 and plans to shift his NBC *Man on the Go* to ABC.

Employes honored

Nine NBC employes, newly-elected members of that network's Twenty-Five Year Club, were honored at a luncheon in New York. They are **Carlos Clark,** technical director; **H. Weston Conant,** sound effects technician; **H. L. Folkerts,** technical director; **Joseph M. Milroy,** manager of program pricing and servicing; **Arthur G. Poppele,** operations supervisor; **Margaret Riebhoff,** station reports coordinator; **John J. Rooney,** maintenance engineer; **John L. Seibert,** supervisor of project engineering, and **Clifford Slaybaugh,** director of international enterprises.

Today's BIGGEST .... FM VALUE!

As low as $16.95 in quantity orders

FM broadcasters: high receiver cost—the big drawback to expansion of potential FM audiences—has been licked. NOW you can boost your FM audience with this dynamic . . . DRIFT-FREE . . . quality FM receiver from Sarkes Tarzian, Inc. If you have AM too, and go on reduced power at night, why not take advantage of this special offer and really promote FM to maintain, or increase, your night time audience. It's a natural.

Exceptionally low priced—as low as $16.95 in quantity orders! Direct factory distribution makes it possible to offer this set at a fraction of the cost you'd expect to pay for such quality and performance.

Ideal for premiums, prizes, program give-aways—and the perfect Christmas gift. Here's an inexpensive way of providing a service for your listeners—where else could they buy a set like this for less than $20—and, at the same time, you're building your local audience.

Put this high quality—low cost receiver to work for YOU—today—building more FM listeners.

Specify Model Number when ordering from these four attractive color combinations:
Model 501: White Cabinet, White Front
Model 502: Grey Cabinet, Charcoal Front
Model 503: Grey Cabinet, White Front
Model 504: White Cabinet, Charcoal Front

YOUR COST

50 or more sets	$16.95
25-49 sets	17.25
10-24 sets	18.00
1-9 sets	19.95

(FOB Bloomington) We must have credit information, or shipments will be made C.O.D. To expedite shipment, send check or money order.

Order on your station letterhead from:

SARKES TARZIAN INC

BROADCAST EQUIPMENT DIVISION
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edison 2-7251

Roger O'Connor, formerly of sales staff, Mutual Broadcasting System, joins CBS Radio as account executive. Prior to joining MBS, Mr. O'Connor was sales manager of WCAE Pittsburgh.

Robert M. Fairbanks, formerly of KNXT (TV) Los Angeles, named account executive at CBS-TV Spot Sales, San Francisco.

Charles S. Tappy moves to WQMR Silver Spring, Md.-Washington sales staff from WMNC Morganton, N. C.

Howard M. Emich, station manager and newscaster at WMAM Marinette, Wis., promoted to general manager.

Clark C. Grant, promotion manager of WOOD-AM-TV Grand Rapids, Mich., named chairman of Broadcasters Promotion Assn. on Education and Professional Standards Committee.

Norman (Pete) Williams, formerly of WNHC New Haven, Conn., appointed account executive, New York sales staff of Blair Television Assoc.

Mr. Steil

Earl Steil promoted from account executive to sales manager of WJJD Chicago. He started broadcasting career as announcer with CBS Network in New York, St. Louis and Minneapolis before turning to sales five years ago. He joined WJJD in January 1959.

Frank Smith, owner of Frank Smith & Assoc., Hollywood radio rep firm, assumes additional duties as West Coast sales manager for KORL Honolulu.

Phil Richardson, sales manager of KRUX Phoenix, appointed manager of KTKT Tucson, both Arizona. **Frank Kalil** named KTKT program director. Earlier item (BROADCASTING, Dec. 5) incorrectly reported that Mr. Richardson's new duties were at KRUX and mistakenly identified KRUX as a Tucson station.

Terry Mason, program director KXLY-AM-TV Spokane, Wash., named manager of KXLY Radio. **Paul Spechko,** assistant program director, appointed program manager for KXLY-TV.

Knorr recovering

Fred A. Knorr, head of Knorr stations, is recovering from severe burns suffered when he slipped in hotel bathtub and was knocked unconscious while hot water was running. His plight was discovered by Robert M. Booth, Washington attorney, with whom he was traveling. Mr. Knorr is in Broward General Hospital, Fort Lauderdale, Fla., and is to remain there for another week. Mr. Knorr is principal owner of WKMH-AM-FM Detroit - Dearborn, WKMF Flint, WKHM Jackson, WSAM-AM-FM Saginaw and WELL Battle Creek, all Michigan.

Allan MacDonald, formerly director of sales development at KFWB Los Angeles, to KEWB San Francisco-Oakland as member of sales staff.

Al Rohla, formerly of KRAH Kue, Okinawa, to WWOW Conneaut, Ohio, as assistant program director.

Dorese Bell, formerly ABC news correspondent, joins Mutual Broadcasting Co., Washington, to cover "family life" of incoming administration. Her commentary will be carried on regular newscasts until Jan. 1 at which time she will be featured on her own program.

Alan Fredericks, staff announcer on WADO New York, assumes additional duty as program coordinator for English language programs.

John A. Serrao named station manager of KHVH-TV Honolulu, in addition to his duties as director of station sales. In other promotions, **Stan Anderson** named local sales manager; **Dan Kawakami,** program and operations manager; and **George Hooper,** production manager.

Raymond L. Vanderslice named promotion director of WJBK Detroit. He formerly was assistant promotion manager of WIBG Philadelphia.

Bill Jay, on news staff of KNUZ Houston, promoted to news director, succeeding **Al Crouch.**

Jack E. Shafer, formerly with KFMB-TV San Diego, appointed supervisor of news and special events for KFSD-TV, that city.

Ernest P. Baldwin joins Pan American Broadcasting Co., New York, international radio-tv station rep, as account executive.

Jim Perry joins WAVY-TV Norfolk-Portsmouth-Newport News, Va., as account executive. He formerly was sales representative at WHIS Bluefield, W. Va.

Mr. Schorr

Herb Schorr, formerly general sales manager for WHAT, appointed national sales manager for WDAS, both Philadelphia. In radio more than 25 years, Mr. Schorr is former owner of WFEC Miami.

Vin Maloney appointed news director of WORL Boston. He formerly was with WEEI, that city.

Ervin T. Melton, WBTV (TV) Charlotte, N. C., news director, elected president of Carolinas Press Photographers Assn. **Jane Bennett,** also of WBTV (TV) news department, elected secretary.

Reed Upton, formerly with WMCA New York, appointed news director of WNTA, that city. He also continues weekly music program on WINS New York.

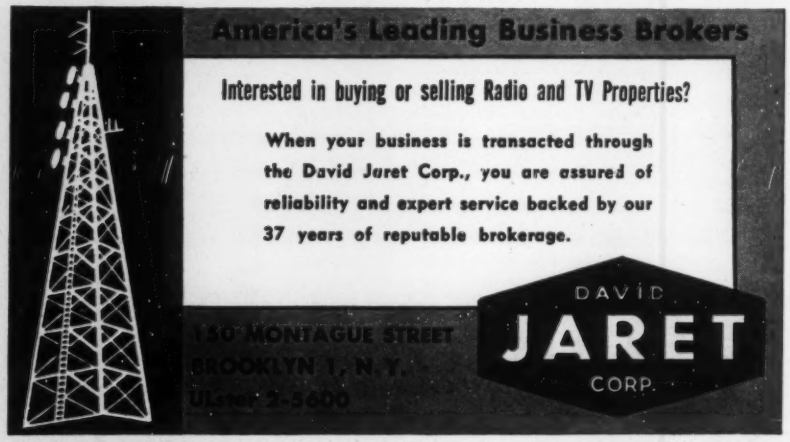
Bob Martin, formerly with U. S. Air Force, and **Mark Scott,** formerly with WADC Akron, Ohio, join WCUE, that city, as air personalities. **Ken Courtwright** joins news staff and **Sylvia Owry** appointed continuity director.

Joe Cox, moves from WINN Louisville, Ky., to WVKO Columbus, Ohio, as d.j. and newscaster. Also, **Al Morris** transfers from music to news department as assistant news director.

Bob Powers, formerly with WGST Atlanta, to WYDE Birmingham, Ala., as air personality.

Frank Fee, salesman with KHJ-TV Los Angeles, to KNXT (TV), that city, as account executive.

Jack Werner and **Ted Wygant** named assistant to manager and program director, respectively, for WLEU Erie, Pa. Mr. Werner formerly was account


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
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Perry named assistant to new NAB president

Mr. Perry

John L. Perry, for several years an administrative assistant to NAB president-elect Gov. LeRoy Collins, of Florida, has assumed office at NAB Washington headquarters as assistant to the president (CLOSED CIRCUIT, Dec. 12). Gov. Collins, who assumes the presidency Jan. 4, said Mr. Perry "will serve as my personal assistant, not in an administrative staff capacity. He will give me an extra mind for researching, writing and analyzing. He will observe meetings I cannot attend and serve importantly as my liaison when necessary."

Mr. Perry, a former newspaperman, worked on the *Buffalo Evening News* before going to the *Tampa* (Fla.) *Times* and then to the *St. Petersburg Times* where he was political reporter and editorial writer.

In 1955 he became administrative assistant to Gov. Collins. He moved to New York in 1959 to become assistant to the president of Learning Resources Institute and assistant to the president of the Midwest Council on Airborne Television Instruction.

Early this year he rejoined Gov. Collins, aiding in his duties as a member of the Democratic Advisory Council, as permanent chairman of the Democratic National Convention and as chairman of the speakers bureau of the Democratic National Committee.

executive with WHAM Rochester, N. Y. and Mr. Wygant was news director of WERC Erie.

William Means promoted from sales promotion presentation writer to consumer advertising supervisor of WGN-AM-TV Chicago. He formerly was promotion manager of WICS (TV) Springfield and assistant program manager of WEEK-TV Peoria, both Illinois.

Ray Curtis, KPHO Phoenix, Ariz., d.j. and production supervisor, appointed chief announcer.

PROGRAMMING

Mr. Curtis

Daniel M. Curtis, national and regional sales manager of California National Productions, N. Y., appointed director of sales. Mr. Curtis, who joined CNP in 1952 as eastern field salesman, succeeds **H. Weller Keever** as director of sales. **Jacques Leibenguth,** director of CNP's syndication selling, replaces Mr. Curtis as director of national and regional sales. **William Breen,** CNP national sales rep in N. Y., becomes eastern sales manager.

Albert G. Hartigan, account executive at ABC Films, N. Y., named Eastern Div. manager.

Marvin L. Lowe, formerly midwest division manager of National Telefilm Assoc., to Seven Arts Associated, New York, as account executive in Chicago office.

John J. Howley, formerly on sales staff of Ziv-United Artists, joins Independent Television Corp. as account executive in firm's central division.

Gene LaBrie, formerly of Columbia Records, named director of programs for Worldwide Div., Metropolitan Broadcasting Corp., N. Y.

Dave Connell, producer of *Captain Kangaroo* on CBS-TV, elected vp of Robert Keeshan Assoc., N. Y.

James K. Levitt, formerly of N. P. D. Corp., joins "Informacast," monthly library service of capsule programs, as sales manager.

Barbara Evans appointed to newly created post of agency relations supervisor of tv commercial division at Filmex, N. Y.

William C. Heitz, previously tv director for U. S. Army Medical Corps, Washington, D. C., to Fred A. Niles Productions, Chicago, as assistant director. He formerly was on production staff of WGBH-TV Boston.

Oscar Ehrenkaufer, director and coordinator of various accounting operations at Columbia Records, N. Y., pro-

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YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!
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SHOWMANSHIP

FUNNY

MANNS
Silent film humor isn't silent anymore! Now, CLIFF NORTON as FUNNY MANNS, adds up-to-date laugh-making in connection with specially created sound effects and original fun-filled, live music. All in 130 eight-minute highlights of the merriest old-time movie comedies, featuring such all-time greats as the Keystone Cops, Ben Turpin and many, many others. With CNP's FUNNY MANNS . . . kids in your area will be laughing. Your advertisers will be happy. You'll feel pretty good too. What are you waiting for?
CNP
NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

FLEXIBILITY

FUNNY

MANNS

130 eight-minute sequences produced with an experienced eye to station needs. Old-time movie greats like the Keystone Cops, Ben Turpin, Louise Fazenda in highlights of their merriest comedies — with CLIFF NORTON adding up-to-date laughter. You can integrate single episodes within larger shows of your own, tie them in with your local emcee, or put them together for any program length best suited to your station requirements. What are you waiting for?

CNP

NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

moted to director of administration. **Eugene Weiss,** district manager for several eastern sales divisions, named regional sales manager, northeastern region. **Salvatore Forlenza,** supervisor, field communications, named product manager for single records.

Perry Mayer, merchandising services manager of Capitol Records Distributing Corp., appointed advertising manager. He succeeds **Steve Auld,** who is entering advertising agency field.

Myrna Massour named assistant to Edward Justin, merchandising director of Screen Gems, N. Y.

Robert Claver joins Four Star Television, Hollywood, as associate producer of hour-long *Michael Shayne* series on NBC-TV.

EQUIPMENT & ENGINEERING

Donald E. Garr, formerly manager of engineering operations for General Electric Co.'s armament and control section, appointed corporate director of engineering for Raytheon Co., Waltham, Mass.

Robert M. Schlenker, formerly production manager, NJE Corp., appointed vp, PRL Electronics Inc., Rahway, N.J.

W. C. (Red) Schultz appointed national distributor sales manager for semiconductor division of Hoffman Electronics Corp., El Monte, Calif. He had been national field sales manager in company's consumer products division.

John P. Macri, formerly of AT&T, named sales manager of Data Communications & Customs Projects Department, RCA, N. Y.

Seymour S. Sadowski appointed to newly created liaison post in General Electric Co.'s tv picture tube engineering department. Mr. Sadowski will provide technical liaison between field requirements and development engineering.

Stanley P. Lapin appointed director of industrial products division of Adler Electronics, New Rochelle, N. Y.

Paul Day, formerly with General Electronics Laboratories, joins Browning Laboratories, Inc., Laconia, N. H., as project engineer and head of engineering and sales for Browning broadcast equipment.

Edward C. Mehm appointed distributor merchandising manager, eastern area, for Motorola semiconductor products. **Edmund E. Farrell** appointed to similar position for western area.

INTERNATIONAL

Barry MacDonald, secretary of board of directors of Canadian Broadcasting Corp., Ottawa, Ont., named director of policy section, corporate affairs division of CBC. He started with CFNB Fredericton, N. B., joined CBH Halifax in 1940, was station manager of CBI Sydney, N. S., and has been at CBC headquarters for programming and executive work since 1953.

Ian Grant, promotion manager of CHCT-TV Calgary, Alta., to promotion manager of Radio Representatives Ltd., Toronto.

Al d'Eon named sales representative of Trans-Ocean Radio & Television Representatives Ltd., Toronto.

Ken Page, general sales manager of S. W. Caldwell Ltd., Toronto, to vp of sales for film distributor and producing company.

Dr. Andrew Kapos, social psychologist, to research officer of audience research division of Canadian Broadcasting Corp., Toronto.

ALLIED FIELDS

Francis C. Gillon, formerly account executive at Hume, Smith, Mickelberry Adv., Miami, to Paul H. Chapman Co., national media broker, as midwest associate serving Iowa, Missouri, Nebraska and Kansas. He will headquarter in Cedar Rapids, Iowa.

GOVERNMENT

Asher H. Ende, chief of rates and revenue requirements branch of international division of Common Carrier Bureau at FCC, appointed hearing examiner.

Meyer (Mike) Feldman, legislative assistant to President-elect John F. Kennedy and formerly part owner of KLAD Klamath Falls, Ore.; WADK New Port, R. I.; KOMA Oklahoma City and KITO San Bernardino, Calif., appointed assistant to David E. Bell, recently appointed budget director in new Kennedy administration.

DEATHS

John Charles Thomas, 71, famed baritone and NBC performer from 1942-1947 died Dec. 13 of cancer at his home in Apple Valley, Calif. In 1954, Mr. Thomas was executive vp and director of KAVR, that city.

Marion Parsonnet, 54, tv producer and motion picture writer, died Dec. 7, at his home in Encino, Calif., of heart attack. Formerly he was vp of CBS.

Mitchell C. Betters, 47, pr man for *Hartford* (Conn.) *Times*, died Dec. 11, of injuries suffered in auto accident. He formerly was announcer with old WTHT, that city.

Ralph Berger, 56, head of art department of Desilu Productions, died Dec. 12 of heart attack.

The 'sotto voce' noise for silent records

RADIO SPOTS AVAILABLE FOR 'SILENT RECORD WEEK'

With an appropriate lack of fanfare, the makers of Hush Silent Records have announced plans to assist radio stations observe the U. of Detroit International Silent Record Week—which comprises the first seven days after New Year's Eve.

As devoted non-listeners of musical records well know, silent records materialized out of the yearning of two U. of Detroit students whose attempts to study in the campus student union building two years ago were frustrated by a blasting juke box.

Hush Label was organized, and silent records were pressed and installed on the campus juke box. The attention the gag received, in screaming headlines in this country and abroad, while somewhat raucous for the tender ears of Hush Label personnel, was nonetheless gratifying. Silence, it seemed, had its adherents.

Hush Label would have been content to let the upcoming International Silent Record Week come and go in absolute silence but for a letter it received from the Bureau of Advertising of the American Newspaper Publishers Assn. Inc. It wanted to tip newspaper advertising managers on how to promote tie-in advertisements for Hush with their clients for silent record week.

According to Bill Rabe, who serves as press representative for Hush Label when he isn't busy as U. of D.'s public relations man, the "Week" is highlighted by nothing being done. However, Hush has prepared a thick sales promotion kit for the "Week" (its subtitle, "A 'Natural' for Mother's Day," indicates its tone), along with spot announcements for radio use.

The spots—10 seconds, 30 seconds and one minute—indicate that when Hush's mouth isn't shut, its tongue is invariably in its cheek. The minute spot, which closes with 10 seconds of eloquent silence, lists Hush's proposed records: Significant pauses from great political speeches of the past, candidates not facing issues, the best silences of Calvin Coolidge, and (its favorite Christmas special), Silent Night.

Broadcasters may obtain spot announcements, plus the brochure on how

A Madison Ave. Christmas in Montana

Gifts for about 400 children of the St. Labre Mission, Ashland, Mont., are being checked by the house committee of Kudner Adv., New York (above), for shipment this Christmas to the youngsters. Each year Kudner employes and their friends either make clothing or donate money for the purchase of Christmas gifts for children in a needy school, orphanage or other institution. This year Kudner Adv. selected the St. Labre Mission for Cheyenne Indians, which has more than 300 children in school and about 100 pre-school children.

PRE-ACCEPTED

FUNNY

MANNS

Advertisers know a good thing when they see it — and they're sure going for FUNNY MANNS! Discover for yourself how many advertisers and agencies have already said they want to buy in to FUNNY MANNS. They like our fresh way of presenting silent movie comedy . . . in 130 eight-minute programs, each humor-enriched by specially created sound effects, scored with original, live music, integrated with CLIFF NORTON's up-to-date merrymaking. The kids in your area will go for it, too. What are you waiting for?

CNP

NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

PROOF
of PLUS VALUE
in Participations
on
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3rd season 1 PM WEEKDAYS
1 Proven Adult Audience Buying Power!
2 Extra On-The-Air Exposure
3 Personality Endorsement
4 Attractive Price... Ask BRANHAM
WDEF TV CBS CH. 12
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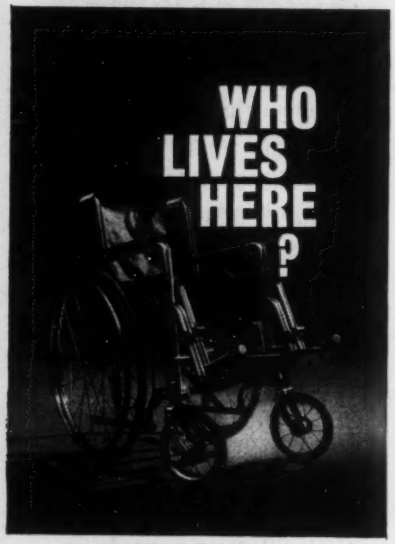

A child... one of tens of thousands who need your help. Please give generously to the
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MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.
1790 Broadway, New York 19, New York

to promote silent records (for fun and profit), by writing W. T. Rabe, press representative, Hush Label, U. of Detroit, Detroit 21, Mich.

WTVJ(TV) seeks toys for Cuban refugees

WTVJ (TV) Miami this week climaxes a month-long round-the-clock campaign to make Christmas a joyous one for the 10,000 Cuban refugee children in the area. "Toys for Cuban Refugee Children," brainchild of Manolo Reyes and Mike Alonso who appear on WTVJ's daily Spanish language news program, *News en Espanol*, already has brought in nearly 3,000 toys.

The campaign is being backed by all of the station's facilities using tie-ins with all of the area's major department stores and chains which are acting as collecting points.

A toy for each child is the hope of the station and WTVJ officials feel they will succeed.

UCLA band salutes ABC and football sponsors

A new twist was added to a familiar activity Dec. 3, during the final game of the U. of California at Los Angeles 1960 football season, when the UCLA band made between-the-halves salutes to ABC-TV (network carrying the play-by-play telecast of the UCLA-Duke game as part of the NCAA season) and to the tv sponsors—L & M, Humble Oil and Gillette. Marching smartly, the UCLA bandsmen spelled out the organizations' initials while playing their theme songs using ABC's radio theme as ABC-TV lacks one).

The stunt began when a band alumnus asked Joe Santley, public relations representative of Liggett & Myers on the Pacific Coast, how the band could get a plug on the nationwide telecast that might help it raise funds for a trip abroad next summer. Mr. Santley dreamed up the salute-to-sponsors plan, took it to Cliff Dektar of the ABC-TV Hollywood publicity department (for clearance with the network officials) and they worked out the details with Bill Bennington, director of the football broadcast, Dr. Clarence Sawhill, director of the band, and Kelly James, assistant band manager.

ABC was easy. So were L & M and H H Oil (Humble's symbol). But Gillette proved a stickler until Mr. Dektar came up with a marching razor which opened and closed to the strains of "Look Sharp, Be Sharp."

So, on Dec. 3, the UCLA band got its plug coast-to-coast; the network and advertisers got their salutes; and the audience—at home and in the stands—got an unprogrammed extra.

A colorful press kit

KPIX (TV) San Francisco has something bright and cheerful this holiday season for the tired old eyes of television columnists. It's an "ad release" series, in which advertising techniques are used for publicity purposes.

Highlight of the series is a colorful press kit, whose cover features Santa Claus and his reindeer in an abstract design, with "KPIX 5 CBS Holiday Programs" silk-screened onto gold paper. The 40 holiday releases contained in the kit are themselves adorned with a colorful masthead.

Frank Murakimi of the KPIX art department was responsible for silk-screening the covers as well as designing the masthead on the news releases.

Drumbeats...

Toy ambassador ▪ Fred Scott, WNEW-TV New York personality, was in South America last week as Ideal Toy Co.'s ambassador of goodwill to the underprivileged children of Panama, Ecuador and Peru, where he handed out hundreds of toys donated by the toy manufacturer. Mr. Scott was joined in the Santa Claus mission by Panagra Airways, which flew him to the various airports. He is the third WNEW-TV personality to be named by Ideal Toy for its annual toy airlift to South American cities. Last year's representative

The 'risks' in charity promotion

For the last six months, disc jockeys of WKY Oklahoma City, Oklahoma, have been playing donkey basketball, engaging in sack races with shapely models and competing on the basketball court with girls' teams.

The purpose of these carryings-on is to benefit charity. So far, the YMCA World Service Organization has been enriched $400; the Oklahoma Medical Research, Red Cross and Mental Health organizations, a total of $350; and the Noble High School senior class, $1,300.

While the charity promotions sound like fun, they are not without their risks to pride (the Oklahoma Publishing Co. All Stars beat the disc jockey donkey basketball team 6-4), male vanity (the Noble Girls basketball team ran the WKY Record Ramblers off the court, defeating them 38-24, before 1,300 fans) and even health (Don Wallace of the Ramblers suffered broken foot).

While the East shivered and shoveled...

This scene might have been viewed anywhere along the eastern seaboard last week, socked in as it was with up to 20 inches of snow. But the actual locale was a Montgomery Ward parking lot in sun-drenched Bakersfield, Calif. A commercial ice company produced the "snow"—eight inches of it—after KERO-TV Bakersfield conceived the "Snow Party" for Montgomery Ward's sponsorship. With a helicopter-borne Santa Claus as the featured guest, the party attracted some 5,000 children and parents, and was presented to viewers throughout the southern San Joaquin Valley by remote telecast.

was Sonny Fox, and Sandy Becker served in 1958.

Walking on money ▪ WAOK Atlanta has launched a successful promotion that has its audience convinced it is walking on money. Using shoe serial numbers, the station read sequence of three figures every half hour until someone brought in the winning shoe and claimed the money jackpot. The first three jackpots were won within three hours at which time WAOK increased the figure from three to four (described as a 10,000-1 shot). That jackpot was claimed by noon. The promotion brought so much response that the station has continued it—but has added a couple more figures, of course.

Santa postmark ▪ WFBM Indianapolis is offering its listeners a Santa Claus postmark for those who mail their Christmas cards at the station's mailbox. WFBM ships the cards twice weekly to Santa Claus, Ind., where they are postmarked and sent to their destinations.

From tv to books ▪ J. B. Lippincott Co., N. Y., has signed authors John Pfeiffer and John Ely Burchard to write books based on two recent CBS News and Public Affairs programs which have been seen in CBS-TV's *Tomorrow* series. Both set for publication in 1961, Mr. Pfeiffer's book will be based on "The Thinking Machine," a program about the TX-O digital computer; while Mr. Burchard's book will be based on "Big City—1980," a program that cited the cities of Brasilia and Philadelphia as examples of how large population centers are planning for future growth.

Hail to the queen ▪ WOOD-TV Grand Rapids, Mich., went all out to cover the homecoming parade of Miss America, nee Miss Michigan, in Montague, Mich., some 50 miles from Grand Rapids. The parade was covered live by remote and WOOD-TV reports that is the greatest distance it has ever attempted a remote. An 80-foot tower in Montague, a 90-foot tower in Twin Lakes and a 40-foot tower in Conklin were required to send the microwave to the WOOD-TV transmitter. Oldsmobile, Pepsi Cola and Peter Eckrich & Son Meat Co. were sponsors of the telecast.

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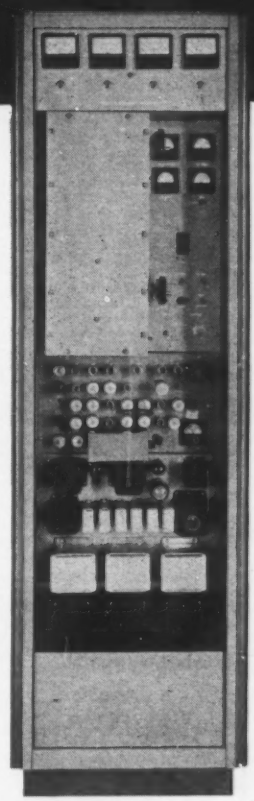

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■ A FULL LINE OF EQUIPMENT
transmitters from 10 W to 50 KW are available.

■ ON SITE INSTALLATION SERVICE
on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.

■ PROMPT DELIVERY
shipment of any ITA-FM transmitter can be made in 30 days or less.

■ OUTSTANDING VALUE
while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—

- Remote control
- Multiplexing
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- Reserve RF Drive
- Self Neutralization
- Accessibility
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- RF Power Cutback

For detailed information on any of our FM transmitters call collect or write us.

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INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
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STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 8 through Dec. 14. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Fresno, Calif.—B. L. Golden, Elbert R. Dean & L. W. Fawns. Granted uhf ch. 53 (704-710 mc); ERP 25.2 kw vis., 13.8 kw aur.; ant. height above average terrain 222 ft., above ground 235 ft. Estimated construction cost $57,900, first year operating cost $77,200 revenue $88,500. P.O. address 5226 N. Teilman Ave., Fresno, Calif. Studio and trans. location 1401 Fulton St., Fresno. Geographic coordinates 36° 44′ 36″ N. Lat., 119° 47′ 37″ W. Long. Trans. RCA TTU-1B, ant. TFU-27DH. Mr. Golden is former owner of KEAP Fresno, Mr. Dean is radio engineer, employed by KARM-AM-FM Fresno. Mr. Fawn is physician. Each holds ⅓ interest. Ann. Dec. 8.

■ Commission granted International Telemeter Co. construction permit for new experimental tv station at Los Angeles to field test new subscription-tv system being developed by Telemeter. It will operate on ch. 5 between 1:30 A.M. and 8 A.M. when KTLA, to which that ch. is assigned, is not on air. There will be no public participation. Ann. Dec. 8.

Existing tv stations

ACTIONS BY FCC

WPSD-TV Paducah, Ky.—Granted application to change trans. location to site near Monkeys Eyebrow, Ky., approximately 23 miles northwest of Paducah, make changes in ant. system, and increase ant. height from 630 ft. to 1,600 ft.; engineering condition. Ann. Dec. 8.

TRANSLATORS

Hawaiian Bcstg. System Ltd. Waimea, Kauai, Hawaii—Granted application for new uhf tv translator station on ch. 82 to translate programs of KGMB-TV (ch. 9), Honolulu.

Gallup Assn. Gallup, N. M.—Granted cp for new uhf tv translator station on ch. 78 to translate programs of KOAT-TV (ch. 7), Albuquerque. Ann. Dec. 8.

City of Truth or Consequences, Truth or Consequences, N. M.—Granted cp for new uhf tv translator station on ch. 76 to translate programs of KOAT-TV (ch. 7), Albuquerque.

New am stations

ACTIONS BY FCC

Cherokee County Radio Station Centre, Ala.—Designated for hearing application for new am station to operate on 990 kc, 250 w, D; by letter, denied request by Scripps-Howard Radio Inc. (WNOX) Knoxville, Tenn., to be made party to proceeding. Ann. Dec. 8.

Twenty-Nine Palms, Calif. — Hi-Desert Bcstg. Corp. Granted 1250 kc, 1 kw D. P. O. address 2183 Desert Palms Dr., Palm Springs, Calif. Estimated construction cost $27,798, first year operation cost $55,000, revenue $65,000. Principals include **Arthur E. Sipherd Jr.** 90%, **Frank** and **Charles Farinella,** 5% each. Mr. Sipherd is employe of KDES Palm Springs. Frank Farinella is building contractor. Charles Farinella is medical doctor. Ann. Dec. 8.

Blackshear, Ga.—Collins Corp. of Georgia. Granted 1350 kc, 500 w D. P.O. address Box 454, Vidalia, Ga. Estimated construction cost $16,241, first year operating cost $36,000, revenue $40,000. Applicants are **F. K. Graham** (53%), **Richard C. James Jr.** (30%), **M. F. Brice** (2.6%) and seven others. Mr. Graham is half-owner WYTH Madison, Ga., Mr. Brice is half-owner WVOP Vidalia, Ga. and Mr. James is wholesale grocer. Ann. Dec. 8.

Harry Llewellyn Bowyer Jr., Dixie Radio Inc., Brunswick, Ga.—Designated for consolidated hearing applications for new am stations to operate on 790 kc, 500 w, D. Dixie Radio with DA; made WWBD Bamberg, S. C., and WLBE Leesburg, Fla., parties to proceeding. Ann. Dec. 8.

Sawnee Bcstg. Co. Cumming, Ga.—Designated for hearing application for new am station to operate on 1410 kc, 1 kw, DA-D. Comrs. Cross and King dissented. Ann. Dec. 8.

WTWB Auburndale, Fla. Sugarland Bcstg. Co. Okeechobee, Fla.—Designated for consolidated hearing application of WTWB to increase power from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland for new am station to operate on 1570 kc, 1 kw, D. Comr. Cross dissented. Ann. Dec. 8.

Arthur A. Deters Greenfield, Mass.; College Radio Amherst, Mass.—Designated for consolidated hearing applications for new daytime am stations to operate on 1430 kc—Deters with 500 w and College Radio with 5 kw, DA; made WHIL Medford, Mass., party to proceeding. Ann. Dec. 8.

Columbia, Miss.—Fortenberry Enterprises. Granted 1600 kc, 500 w D. P.O. address Box 308. Estimated construction cost $13,949, first year operating cost $39,600, revenue $47,000. Co-applicants are **Jerry A. Fortenberry** and **William L. Fortenberry,** 50% each. J. A. Fortenberry is physician. W. L. Fortenberry is druggist. Ann. Dec. 8.

Hammonton, N. J.—Hammonton Bcstg. Co. Granted 1580 kc, 250 w D. P.O. address P.O. Box 351, Coatesville, Pa. Estimated construction cost $22,000, first year operating cost $50,000, revenue $60,000. Equal partners **William S. Halpern** and **Louis N. Seltzer** co-own WCOJ Coatesville, Pa. Ann. Dec. 8.

Rensselaer, N. Y.—Fairview Bcstrs. Granted 1300 kc, 5 kw D. P.O. address Frank Short, 234 W. Main St., Ephrata, Pa. Estimated construction cost $39,200, first year operating cost $72,000, revenue $80,000. Owners are **W. Frank Short,** 75%, and **H. Clay Esbenshade,** 25%. Mr. Short is sales manager **WGSA Ephrata, Pa.** Mr. Esbenshade is housing site developer and farmer. Ann. Dec. 14.

Eugene Bcstrs. W. Gordon Allen Eugene, Ore.—Designated for consolidated hearing applications for new am stations to operate on 1320 kc, 1 kw, D. Ann. Dec. 8.

Yauco, P. R.—Ponce Bcstg. Corp. Granted 1550 kc, 250 kw. P.O. address Box 1526, Ponce, P. R. Estimated construction cost $17,990, first year operating cost $30,000, revenue $42,000. Principals include **Luis F. Sala, Catalina Scarno, Jenaro Scarano, Charles Cordero, J. H. Conesa,** 20% each. Drs. Sala, Scarano, and Scarano have private practices. Messrs. Cordero and Conesa have interest in WLEO Ponce. Ann. Dec. 8.

Winnsboro, S. C.—Fairfield Bcstg. Co. Granted 1250 kc, 500 k D. P.O. address Box 298, Winnsboro. Estimated construction cost $15,521, first year operating cost $24,000, revenue $28,000. Principals are **Dr. Albert E. Cremer, Harold Kline, Sol S. Kline, Morris A. Kline** and **Paul H. Meyer** (each 18%) and **John A. Martin** (10%). Messrs. Kline have interests in Kline Iron & Steel Co. Mr. Meyer is employe of Kline Iron & Steel. Dr. Cremer is surgeon and Mr. Martin is attorney. Ann. Dec. 8.

Winnsboro, S. C.—Robert H. Epperson. Granted 980 kc, 500 w DA-D. P.O. address Box 209, Mt. Airy, N. C. Estimated construction cost $7,500, first year operating cost $19,500, revenue $28,000. Mr. Epperson has minority interest in WSYD Mt. Airy, N. C. Ann. Dec. 8.

Watertown, S. D.—Paul D. Bernards. Granted 1480 kc, 1 kw D. P.O. address 408 First Ave., N.E., Watertown, S. D. Estimated construction cost $19,502, first year operating cost $34,380, revenue $42,000. Principal is **Mr. Bernards,** sole owner. He is an employe of KDLO-TV Garden City, S. D. Ann. Dec. 8.

Laredo, Tex.—Southwestern Operating Co. Granted 1300 kc, 1 kw D. P.O. address 820 Convent Ave. Estimated construction cost $26,515, first year operating cost $40,000, revenue $50,000. Sole owner is **Donald W. Reynolds** who has controlling interest in KORK Las Vegas, KLRJ-TV Henderson, KOLO-AM-TV Reno, all Nevada; KBRS Springdale, KFSA, KNAC-TV Fort Smith, both Arkansas; KHBG Okmulgee, Okla., and KGNS-TV Laredo, Tex. Ann. Dec. 8.

Morton, Tex.—Morton Bcstg. Co. Granted 1280 kc, 500 w D. P.O. address Morton, Tex. Estimated construction cost $20,677, first year operating cost $28,800, revenue $36,000. Applicant is **Mike Allen Barrett.** Mr. Barrett owns KTFY Brownfield, Tex., and has minority interest in KHOB Hobbs, N. M. Ann. Dec. 14.

Ogden, Utah—Executive Bcstg. Co. Granted 1250 kc, 1 kw D. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost $27,300, first year operating cost $60,000, revenue $72,000. **John L. Bradley,** sole owner, is attorney. Ann. Dec. 8.

John Laurino, Music Productions Inc., James J. Williams, Waynesboro, Va., Blue Ridge Bcstrs., Luray, Va., WDTI, Danville, Va.—Designated for consolidated hearing applications of Laurino, Music Productions, Williams and Blue Ridge Bcstrs. for new am stations to operate on 970 kc, 500 w, D and WDTI to increase power from 500 w to 1 kw, continued operation on 970 kc, D; made WDBJ Roanoke, Va., party to proceeding with respect to its existing operation, and WPET Greensboro, N. C., party with respect to its proposed operation. Ann. Dec. 8.

Port Angeles, Wash.—Port Angeles Radio Inc. Granted 1260 kc, 1 kw DA-D. P.O. address 890 Rosemont, Bellevue, Wash. Estimated construction cost $12,535, first year operating cost $39,600, revenue $48,000. John W. Mowbray, sole owner, is 50% partner in **KASY Auburn, Wash.** Ann. Dec. 8.

Spencer Bcstg. Co. Community Radio Inc. Spencer, W. Va. WBOY Clarksburg, W. Va.—Designated for consolidated hearing applications of Spencer and Community for new unl. time stations on 1400 kc. Spencer with 250 w and Community with 250 w-N, 1 kw-LS, and WBOY to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WBOY party to proceeding with respect to its existing operation; made WKWK Wheeling, W. Va., and WJAC Johnstown, Pa., parties to proceeding. Ann. Dec. 8.

APPLICATIONS

Edwardsville, Ill.—Leader Bcstg. Co. 1350 kc, 500 w D. P.O. address c/o Ned Webber, 108 South Capital, Mt. Sterling. Estimated construction cost $38,988, first year operation cost $30,000, revenue $40,000. Principals include **Donald E. Condee** and **Ned M. Webber,** equal partners. Ann. Dec. 9.

Valparaiso, Ind.—Porter County Bcstg. Co.

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District 7-8531

1500 kc, 250 kw D. Rural Route 1, Box 134, Chesteron. Estimated construction cost $28,-175, first year operation cost $60,000, revenue $75,000. Principals include **Leonard J.** and **Bernice A. Ellis**, equal partners. Mr Ellis is employe of WWCA Gary, Ind. Ann. Dec. 9.

Louisiana, Mo.—Pike County Bcstrs. 1500 kc, 250 w D. P.O. address Box 72, Union, Mo. Estimated construction cost $9,587, first year operating cost $35,500, revenue $42,111. Principals include **Leslie P. Ware** and **William R. Tedrick**, 50% each. Mr. Ware is principal stockholder of KZIX Fort Collins, Colo., KOKO Warrensburg, KLPW Union and KYRO Potosi, all Missouri. Mr. Tedrick owns KWRT Booneville, Mo., and has interest in KBTO El Dorado, Kan. and KDKD Clinton, Mo. Ann. Dec. 14.

Bucyrus, Ohio—Crawford County Bcstg. Co. 1540 kc, 500 w D, 5 kw N. P.O. address 134 Minell Pl., Teaneck, N. J. Estimated construction cost $70,300, first year operating cost $60,000, revenue $72,000. Principals include **Orville J. Sather, Thomas P. Moore, Andrew E. Mercier,** 33⅓% each. Mr. Sather is employe of CBS-TV Network. Mr. Moore is employe of KDEN Denver, Colo. Mr. Mercier is employe of CBS. Ann. Dec. 14.

Travelers Rest, S. C.—Piedmont Bcstg. Co. 1580 kc, 500 w D. P.O. address 138 Keith Dr., Greenville, S. C. Estimated construction cost $11,945, first year operation cost $30,000, revenue $42,000. Principals include **William H. Kirby** and **John B. Burns**, equal partners. Mr. Kirby is employe of houseware company. Mr. Burns owns laundry. Ann. Dec. 7.

Sturgis, S. D.—Sturgis Radio Inc. 1280 kc, 1 kw, D. P.O. address 605 15th Ave. W., Williston, N. D. Estimated construction cost $15,082, first year operation cost $24,000, revenue $30,000. Principals include **Leslie Kleven**, 50%, **Marguerite Kleven**, 35% (husband and wife), **Clarence Glover, Russell Molstad**, and **Bette Matkins**, 5% each. Mr. Kleven is employe of KUMV-TV Williston, N. D. and has interest in KLUK Evanston, Wyo. Mrs. Kleven is teacher. Mr. Molstad is attorney. Mrs. Matkins is joint owner of automobile company. Mr. Glover owns plumbing and heating company. Ann. Dec. 7.

Existing am stations

ACTIONS BY FCC

WAUD Auburn, Ala.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; made WNUZ Talladega, Ala., party to proceeding. Ann. Dec. 8.

KXRX San Jose, Calif.—Granted change on 1500 kc from 1 kw, DA-1, unl. to 1 kw-N, 5 kw-LS, DA-2; engineering conditions. Ann. Dec. 8.

WRPB Warner Robins, Ga.—Granted increased power from 1 kw to 5 kw, continued operation on 1350 kc, D; remote control permitted; engineering condition. Ann. Dec. 8.

WOCH North Vernon, Ind.—Granted increased power from 500 w to 1 kw, continued operation on 1460 kc, D. Ann. Dec. 8.

KTOC Jonesboro, La.—Granted change on 920 kc from 500 w, DA-D, to 1 kw, D. Ann. Dec. 8.

KMAR Winnsboro, La., KLLA Leesville, La., Yam Bcstg. Co., Opelousas, La.—Designated for consolidated hearing applications to increase power on 1570 kc, D, of KMAR from 500 w to 1 kw, KLLA from 250 w to 1 kw and Yam Bcstg. for new am station to operate on 1570 kc, 250 w, D; made KMAR and KLLA parties to proceeding with respect to their existing operations. Ann. Dec. 8.

WNAU New Albany, Miss.—Granted application to change trans. site and change from D to unl., with DA-N, continued operation on 1470 kc, 500 w; engineering conditions. Ann. Dec. 8.

WPMP Pascagoula, Miss.—Granted mod. of license to change station location to Pascagoula-Moss Point, continued operation on 1580 kc, 1 kw, D. Ann. Dec. 8.

KUKU Willow Springs, Mo.—Granted increase of power on 1330 kc from 500 w to 1 kw, continued daytime operation; engineering conditions. Comr. Cross dissented. Ann. Dec. 8.

KWPM West Plains, Mo.—Granted increase of daytime power on 1450 kc from 250 w to 1 kw, no change in nighttime operation with 250 w; engineering condition. Comr. Cross dissented. Ann. Dec. 8.

WKXL Concord, N. H., WTSA Brattleboro, Vt., WMAS Springfield, Mass., WWSC Glens Falls, N. Y.—Designated for consolidated hearing applications to increase daytime power on 1450 kc from 250 w to 1 kw, continued operation with 250 w-N; made WKIP Poughkeepsie, N. Y., WNAP Bridgeport, Conn., and WKXL, WTSA, WMAS and WWSC parties to proceeding with respect to their existing operations. Ann. Dec. 8.

WMOH Hamilton, Ohio, WASK Lafayette, Ind., WANE Fort Wayne, Ind.—Designated for consolidated hearing applications to increase daytime power on 1450 kc, continued nighttime operation with 250 w—WMOH and WASK from 250 w to 1 kw, and WANE from 250 w to 500 w; made WAOV Vincennes, WPGW Portland, WANE Fort Wayne, WASK Lafayette, all Indiana, and WMOH Hamilton, Ohio, parties to proceeding with respect to their existing operations—WCVS Springfield, Ill., WHFC Cicero, Ill., and WIBM Jackson, Mich., parties with respect to both existing and proposed operations, and Northside Bcstg. Co., Jeffersonville, Ind., party with respect to its proposed operations. Ann. Dec. 8.

WJET Erie, Pa., WBNY Buffalo, N. Y., WDOE Dunkirk, N. Y.—Designated for consolidated hearing applications of WJET and WBNY to increase daytime power on 1400 kc from 250 w to 1 kw, continued operation with 250 w-N and WDOE to increase daytime power on 1410 kc from 500 w to 1 kw, continued operation with 500 w-N, DA-N; made WJET, WBNY and WDOE parties to proceeding with respect to their existing operations. Ann. Dec. 8.

KVEL Vernal, Utah—Granted increased power on 1250 kc, D, from 1 kw to 5 kw; remote control permitted; engineering condition. Ann. Dec. 8.

KCLX Colfax, Wash.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Dec. 8.

KUDY Renton, Wash.—Granted application to move station to Seattle, continued operation on 910 kc, 1kw, DA-1, unl.; engineering conditions. Ann. Dec. 8.

WLCX La Crosse, Wis.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineered condition. Comrs. Lee and Cross dissented. Ann. Dec. 8.

APPLICATION

WRDO Augusta, Maine—Cp to increase daytime power from 250 w to 1 kw, install new trans. (1400kc) Ann. Nov. 9.

New fm stations

ACTIONS BY FCC

Allen Park, Mich.—Robert M. Parr. Granted 98.3 mc, 1 kw. P.O. address 17133 Pinecrest Drive, Allen Park, Mich. Estimated construction cost $21,405, first year operating cost $24,000, revenue $30,000. Applicant is pastor of Gilead Baptist Church, Detroit, Mich. Ann. Dec. 8.

Chillicothe, Ohio — Swawnee Bcstg. Co. Granted 93.3 mc, 2.68 kw. Ant. height above average terrain 205 ft. P.O. address Box 244. Estimated construction cost $11,457, first year operating cost $15,000, revenue $17,000. Fm applicant will duplicate WBEX Chillicothe. Ann. Dec. 8.

Cincinnati, Ohio—Pillar of Fire. Granted 93.3 mc, 4.8 kw. Ant. height above average terrain 380 ft. P.O. address 6725 College Vue Pl., Cincinnati. Estimated construction cost $7,145, first year operating cost $1,500. Principals include non-commercial station. Ann. Dec. 8.

***New Concord, Ohio—Muskingum College.** Granted 99.1 mc, 10 w. Estimated construction cost $4,665, first year operating cost $1,000. Ann. Sept. 14.

San Juan, P. R.—Supreme Bcstg. Co. of Puerto Rico. Granted 99.9 mc, 3.6 kw. Ant. height above average terrain 130 ft. P.O. address Box 43, Mayaguez. Estimated construction cost $13,806, first year operating cost $28,000, revenue $24,000. Applicant will duplicate WKYN Rio Piedras. Ann. Dec. 8.

Abilene, Tex. — Fine Music Enterprises. Granted 99.3 mc, 320 w. P.O. address Alexander Bldg., Abilene, Tex. Estimated construction cost $10,082, first year operating cost $8,000, revenue $5,000. Principals include **Lowell G. Perry** and **Chapin Ross**, 45% each, and **Earline Perry**, 10%. Messrs. Perry and Ross are associated with Abilene Christian College. Earline Perry is with Gulf Oil. Ann. Dec. 8.

Seattle, Wash.—Fine Music Bcstrs. Granted 106.9 mc, 34.675 kw. P.O. address 3325 Fillmore St., San Francisco, Calif. Estimated construction cost $9,200, first year operating cost $25,000, revenue $35,000. Principals are **Hal Cox**, 75%, and **Mervyn R. Bailey**, 25%. Mr. Cox is owner of KAFE-FM San Francisco and has interest in KJML-FM that city. Mr. Bailey is in printing. Ann. Dec. 8.

APPLICATION

Columbus, Ohio—North American Bcstg. Co. 102.9 mc, 93 kw. Ant. height above average terrain 193.5 ft. P.O. address Southern Hotel. Estimated construction cost $34,091, first year operation cost $7,000, revenue $15,000. Principals include **William R. Mnich**, 53.6%, **John** nad **Daniel Galbreath**, 23.2% each (father and son). Messrs. Mnich and Galbreath own WMNI Columbus, Ohio. Mr.

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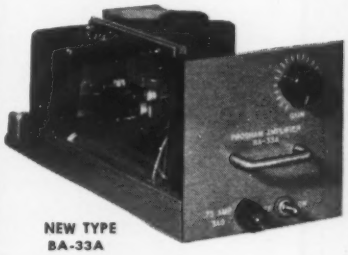

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Mnich also has interest in WLMJ Jackson, Ohio. Ann. Dec. 9.

Christiansted, St. Croix, V. I.—Radio American West Indies Inc. 99.5 mc, 4,526 kw. Ant. height above average terrain 195.4 ft. P.O. address Box 931. Estimated construction cost $11,969, first year operation cost $14,700, revenue $30,000. Principals include **Raymond** and **Hazel Higdon**, 75%, and **Floyd** and **Nona Foster**, 25%. Radio American West Indies is owner of WEVE Christiansted. Ann. Dec. 14.

Existing fm stations

ACTION BY FCC

KHBR Radio Inc. Hillsboro, Tex.—Granted change of operation from class A on 102.3 mc to class B on 102.5 mc; ERP from 830 w to 3.3 kw; ant. height 56 ft. Ann. Dec. 8.

Ownership changes

ACTION BY FCC

KXIV Phoenix, Ariz.—Granted acquisition of positive control by **Edward J. Churchill** (now 49.94% owner) through purchase of additional 50% interest from **Robert B. McWilliams** and **Lee P. Mehlig**; consideration $42,500. Ann. Dec. 8.

KGUN-TV Tucson, Ariz.—Granted transfer of control from **H. U. Garrett**, et al., to **KGUN-TV Inc. (WEHT Inc.**, licensee of tv station WEHT and am station WEOA Evansville, Ind.); consideration $1,440,000 subject to adjustments. Ann. Dec. 14.

KNEZ Lompoc, Calif.—Granted assignment of license to **South Coast Bcstg. Co. (M. D. Buchen**, president); consideration $130,000. Ann. Dec. 8.

KPAP Redding, Calif.—Granted transfer of control from **P. Dalporto** and **Victor Milnes** to **Paul N. Bowman, David H. McLaughlin** and **James R. Hampton**; consideration $33,589. Ann. Dec. 8.

KDUO(FM) Riverside, Calif.—Granted assignment of license and SCA to **Southeastern California Bcstg. Co.**, non-stock, non-profit corporation (**Roy Carl Baker**, chairman of board and president, is president of Southeastern Calif. Conference of Seventh-day Adventists); consideration assumption of all assets and liabilities and no other monetary consideration. Ann. Dec. 8.

KIMN Denver, Colo.—Granted assignment of license to **KIMN Bcstg. Co. (John C. Hunter, Robert Donner Jr.**, and **Kenneth E. Palmer**, own KYSN Colorado Springs, and Hunter also has interests in WCMP Pine City, Minn., and KOWB Laramie, Wyo.); consideration $402,000 and agreement to pay Cecil L. Heftel, assignor president, $155,000 not to compete within 50 miles of Denver for 7 years. Comr. Bartley dissented. Ann. Dec. 14.

WPAP Fernandina Beach, Fla.—Granted assignment of license to **Denver T. Brannen** (KCIL Houma, La., and interest in WDLP Panama City, WCOA Pensacola, and WMRA Marianna, Fla.); consideration $31,800. Ann. Dec. 14.

WNVY Pensacola, Fla.—Granted transfer of control from **Ed. C. Wright**, et al, to **Radio Pensacola Inc. (Jack Drees** and **John C. Smith** own WKAB Mobile, Ala.); consideration $215,000. Ann. Dec. 8.

KCJC-FM Kansas City, Kan.—Granted assignment of license and SCA to **Futura Music Inc. (Reuben E. Sell**, president); no monetary consideration. Futura to convey all of its right and title in certain commercial real estate in Merriam, Kans., valued at about $85,000 to Floyd W. Hurlbert, licensee, in return for latter's $10,000 worth of stock in Futura. Ann. Dec. 14.

WEZE Boston, Mass.—Granted transfer of control from **Great Trails Bcstg. Corp.**, to **WEZE Inc. (J. P. Williams**, president, has interest in WCOL-AM-FM Columbus, Ohio); consideration $240,000. Ann. Dec. 8.

KDAL-AM-TV Duluth, Minn.—Granted assignment of licenses to **Minnesota Bcstg. Co.** (wholly owned subsidiary of **WGN Inc.**, licensee of WGN-AM-TV Chicago, Ill.); consideration $3,300,000 and agreement not to compete for 5 years within 75 miles of Duluth in broadcasting business, "including subscription tv." Ann. Dec. 8.

KWEB Rochester, Minn.—Granted assignment of license to **Northland Radio Corp. (Kingsley H. Murphy Jr.** and **Carroll E. Crawford** own KOTE Fergus Falls); consideration $179,000. Ann. Dec. 8.

WDAM-TV Laurel, Miss.—Granted relinquishment of positive control by **W. S., Margaret G.** and **W. S. Smylie III**, through sale of stock to **S. A. Rosenbaum** (interest in WTOK-TV Meridian) for consideration of $52,500; in addition, licensee will issue stock to two of its employees, **Marvin Reuben** and **Jerry P. Keith**. Ann. Dec. 7.

WEW St. Louis, Mo.—Granted assignment of license to **Radio WEW Inc.** (wholly owned subsidiary of **Franklin Bcstg. Co.**, WMIN St. Paul, Minn., and owns WLOD Pompano Beach, Fla., KOME Tulsa, Okla., KRIB Mason City, Iowa, and WWOM New Orleans, La.); consideration $450,000. Ann. Dec. 8.

WFPG Atlantic City, N. J.—Granted assignment of license to **Eastern Bcstg. Co.** (90% owned by **Atlantic Bcstg. Co.**, licensee of WUST and WJMD(FM) Bethesda, Md.); consideration $262,500 and agreement not to compete within 50 miles of Atlantic City for 5 years. Ann. Dec. 8.

KMGM Albuquerque, N. M.—Granted assignment of licenses to **Wentronics Inc.** and **Victor B. Siman** d/b as **Holiday Broadcasters (Gene Schnieder**, president); consideration $190,000. Ann. Dec. 8.

KMBL Junction, Tex.—Granted assignment of license from **Jo Fred** and **Charles Wayne Evans II**, to **Harry C. Wisehart Jr.**, tr/as **H. W. Bcstg. Co.**; consideration $30,000. Ann. Dec. 14.

WSWV Pennington Gap, Va.—Granted assignment of license from partnership of **Daniel Gabriel** and **Arnold H. Johnson** to **Lee County Bcstg. Co.**, corporation of Gabriel, president, and 3 others; consideration $15,699 of which $1,500 to be paid for Johnson's interest, and assumption of all liabilities of assignor partnership. Ann. Dec. 8.

WEET Richmond, Va.—Granted (1) renewal of license and (2) transfer of control from **Burton Levine**, individually, to **Burton** and **Muriel Levine**, jointly; stock transaction; Burton Levine has interest in WROV Roanoke. Ann. Nov. 8.

WQMN Superior, Wis.—Granted transfer of control from **Eugene A. Halker** et al, to **William H. Whitsitt**; consideration $63,600 and licensee to pay $5,228 obligations. Ann. Dec. 8.

KCHY Cheyenne, Wyo.—Granted assignment of license to **Y T Corp. (Otto J. Feucht Jr.**, president); consideration $110,000 subject to adjustments. Ann. Dec. 14.

APPLICATIONS

KIEM-TV Eureka, Calif.—Seeks assignment of license from **California-Oregon Tv Inc.** to **Redwood Bcstg. Co.**, parent company. No financial transaction involved. Ann. Dec. 9.

KCRA-AM-FM-TV Sacramento, Calif. — Seeks involuntary transfer of control of **KCRA Inc.** from **Ewing C. Kelly**, deceased, 50%, to **Nina N. Kelly**, executrix of estate of Ewing C. Kelly. Ann. Dec. 9.

KHOW Denver, Colo.—Seeks assignment of license from **Western Bcstg. Enterprises Inc.** to **TCA Bcstg. Corp.** for $545,000 plus $48,000 agreement not to compete. Licensee is subsidiary of **Resort Airlines Inc.** Ann. Dec. 9.

WTHR Panama City, Fla.—Seeks assignment of license from **Helen W. King** to **Gulf Coast Radio Inc.** for $78,000. **B. F. J. Timm** will be sole owner. Ann. Dec. 9.

WQXI Atlanta, Ga.—Seeks assignment of license from **Esquire Bcstg. Co. of Atlanta** to **Esquire Inc.**, parent corporation. No. financial transaction involved. Ann. Dec. 9.

WDMF Buford, Ga.—Seeks transfer of control of **Lanier Bcstg. Co.** from **Washington Bcstg. Co.** to **Robert E. Thomas** for $1,000 plus disk recorder. This application is contingent on grant of application of WCON Cornelia, Ga. (see below). Ann. Dec. 9.

WCON Cornelia, Ga.—Seeks transfer of control of **Habersham Bcstg. Co.** Transfer of 95½% interest from **Jack Bradley**, 48%, **Billy C. Massey**, 24%, and **Bobby L. Massey**, 23½%, to **Washington Bcstg. Co.**, for $65,400. Other stockholdings (4½% total) remain the same. Habersham Bcstg. Co. is parent company of **Lanier Bcstg. Co.**, licensee of WDMF Buford, Ga. Principals include **Herschel L. Webster**, 51%, and **John C. Foster**, 49%. Ann. Dec. 9.

Seaway Bcstg. Co., Chicago Heights, Ill.—Seeks transfer of control of cp of 66⅔% interest from **Charles D. Buford**, 33⅓%, and **Eugene H. Dibble**, 33⅓%, to **William S. Martin** (presently owns 33⅓%) for $7,000. At same time **Charles J. Pinckard** will purchase 40% interest for $12,180. Mr. Martin will own 60% interest. Ann. Dec. 9.

WSVL Shelbyville, Ind.—Seeks assignment of cp from **Henry Parrott, Robert Ingram, Willard Pickett, John Hartnett, Lowell Rudicel, Morris Bass,** and **Fred Cramer**, d/b/a **Shelby County Bcstg. Co.** to **Shelby County Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 9.

WHIR Danville, Ky.—Seeks transfer of control of **WHIR Inc.** from **T. C. Quisenberry** to **Joseph K. Beasley** for $68,000. Mr. Beasley, sole owner, is attorney. Ann. Dec. 9.

WEKY Richmond, Ky.—Seeks assignment of license from **WEKY Inc.** to **Tinker Inc.** for $120,000. Principals include **J. Francke Fox**, 87%, **Mary F. Fox**, 8.7% (husband and wife), and **James T. Morgan**, 4.3%. Principals own WHLN Harlan, Ky. Messrs. Fox and Morgan also have interest in WFCT Fountain City, Tenn. Ann. Dec. 9.

WUST and WJMD (FM) Bethesda, Md.—Seeks transfer of control of **Atlantic Bcstg. Co. Milton Diener**, 53⅓%, will sell 28⅓% interest to **Walter Diener**, 25% (presently owns 20%), **Daniel Diener** and **Jack Diener**, 25% each (presently owns 16⅔%) for $20,427. Redistribution of holdings to give brothers equal shares. Ann. Dec. 9.

WEBC Duluth, Minn.—Seeks assignment of license from **WEBC Inc.** to **WMT-TV Inc.** for $400,000. WMT-TV Inc. is headed by **William B. Quarton**, 31%, president. Ann. Dec. 9.

KANA Anaconda, Mont.—Seeks assignment of license from **Tri County Radio Corp.** to **Amperage Inc.** Merger of two companies. Ann. Dec. 9.

KTEN Ada, Okla.—Seeks transfer of control of **Eastern Oklahoma Tv Co. Anderson B. Morris** and **Mary T. Morris** are transfering 29% interest (presently own 34.8%) to **Bill** and **Katherine Hoover** 63.7% (presently own 34.7%) for $2,521. Ann. Dec. 9.

KLAD Klamath Falls, Ore.—Seeks assignment of license from **K Lad Bcstrs.** to **Ogden Knapp** for $175,000. Mr. Knapp, sole owner, is employe of NBC. Ann. Dec. 9.

KWBA Baytown, Tex.—Seeks assignment of license of **Bayshore Bcstg. Co.** from **Bob Walker**, 51%, **N. J. Walker**, 34%, and **Winfred Hamilton**, 15%, to **Cloyed O. Kendrick, David R. Worley**, and **Hugh D. Landis**, 33⅓% each, for $190,000. Messrs. Kendrick and Landis own KENN Farmington, N. M. and KYVA Gallup, N. M. Mr. Worley owns KSEL Lubbock, Tex., and has interest in KLEA Lovington, N. M. Ann. Dec. 14.

KBLT Big Lake, Tex.—Seeks assignment of license from **Don Renault** to **Brown Morris** for $5,000, $8,100 promissory note, plus $14,000 balance of promissory note. Mr. Morris, sole owner, is vice president of Tri-Cities Bcstg. Co., licensee of KWSH Wewoka, and Eastern Oklahoma Tv Co., licensee of KTEN(TV) both Ada, Oklahoma. He is president of KADA Bcstg. Inc., licensee of KADA Ada, Okla., and has interest in all three stations. Ann. Dec. 14.

WKYO Sheridan, Wyo.—Seeks involuntary transfer of control of **Big Horn Bcstg. Co.** from **James W. Carroll**, deceased, 50%, to **Rosalie E. Carroll**, executrix of estate of James W. Carroll. Interest held by **Donald E. Tannehill**, 50%, remains same. Ann. Dec. 9.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission denied petition by Guinan Realty Co. for reconsideration and rehearing of April 8 decision which granted application of Louis Adelman for new am station to operate on 1300 kc, 1 kw, DA, D, in Hazleton, Pa., and which denied application of Guinan for like facilities in Mt. Carmel, Pa. Chrm. Ford and Comr. Cross dissented, former with statement; Comr. King not participating. Ann. Dec. 7.

■ Granted renewal of licenses of King Bcstg. Co., KING-AM-FM-TV and Queen City Bcstg. Co., KIRO-AM-FM-TV all Seattle, Wash. Grants were made upon assurance given commission that the Pacific National Bank of Seattle will dispose of its interest in Queen City Bcstg. Co., licensees to advise commission of such disposition within 90 days. Comrs. Lee, Craven and King dissented to condition. Ann. Dec. 8.

■ By order, commission made effective immediately Aug. 15 initial decision and (1) dismissed without prejudice application of Sanford L. Hirschberg and Gerald R. McGuire for new am station to operate on 1300 kc, 1 kw, D, in Cohoes-Watervliet, N. Y., and (2) granted application of Fairview Bcstrs. for new station on same frequency with 5 kw, D, DA, in Rensselaer, N. Y. Comr. Bartley abstained from voting. Ann. Dec. 14.

■ By order, commission made effective immediately Oct. 31 initial decision and granted application of Ionia Bcstg. Co. to change operation of WION Ionia, Mich., on 1430 kc, D, from 500 w non-DA to 5 kw DA. Comr. King dissented and issued statement. Ann. Dec. 14.

■ By order, commission made effective immediately Oct. 31 initial decision and granted application of Radio Station WPCC Inc., to increase power of WPCC Clinton, S. C., from 500 w to 1 kw, continued operation on 1410 kc, D, using ant. site now licensed. Comr. Bartley abstained from voting; Comr. King dissented with statement. Ann. Dec. 14.

■ By order, commission made effective immediately Oct. 27 initial decision and (1) granted application of Morton Bcstg. Co. for

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new am station to operate on 1280 kc, 500 w, D, in Morton, Tex., and (2) denied application of Clarence E. Wilson for new station on same frequency with 1 kw, D, in Hobbs, N. M. Comr. Bartley and King dissented, latter with statement. Ann. Dec. 14.

■ By memorandum opinion and order, commission denied petition by Broadcasters Inc., for rehearing and reconsideration of July 27 decision which granted application of Tri-County Bcstg. Corp. for new am station to operate on 1590 kc, 500 w, DA, D, in Plainfield, N. J., and which denied applications of Broadcasters Inc., for same facilities in South Plainfield, N. J., and Eastern Bcstg. Co., to increase daytime power of WDRF Chester, Pa., from 1 kw to 5 kw, continued operation on 1590 kc, 1 kw-N, DA-N. Chrm. Ford, Comr. Bartley and King not participating. Ann. Dec. 14.

■ By order, commission made effective immediately Nov. 1 initial decision and granted application of Babylon-Bay Shore Bcstg. Corp. to increase power of WBAB Babylon, N. Y., from 500 w to 1 kw, continued operation on 1440 kc, D. Comr. King dissented with statement. Ann. Dec. 14.

■ By order, commission cancelled Dec. 15 oral argument and made effective July 6 initial decision and granted application of Coast Ventura Co. to change trans. site of KVEN-FM Ventura, Calif., to 6 miles northwest of Ventura, increase ERP from 12 kw to 38.6 kw, and ant. height from minus 180 ft. to 1,285 ft., continued operation on 100.7 mc. Ann. Dec. 14.

■ Following fm stations were granted SCA to engage in multiplex operations: KFMP Port Arthur, Tex.; WKLS Marietta, Ga.; WBON New Berlin, Wis.; WMEV-FM Marion, Va.; WDUZ-FM Green Bay, Wis., and WMER Celina, Ohio. Ann. Dec. 14.

■ By memorandum opinion and order, commission dismissed protest and petition for reconsideration by Gem State Bcstg. Corp. (KGEM) Boise, Idaho, directed against Oct. 12 grant of assignment of cp of KEST Boise, from Carl L. and Norma W. Hansen, d/b as **Boise Bcstg. Asociates**, to John M. Bryan and Reid W. Dennis, d/b as **KEST Bcstg. Associates.** Ann. Dec. 14.

■ By report and order, commission finalized rulemaking in docket 13756 and amended sec. 3.28(c)(3) of broadcast rules to exempt existing class IV am local channel stations applying for increase in power above 250 w from 10 percent limitation on interference to their proposed normally protected primary service areas; also, in case of applications for new class IV stations requesting power in excess of 250 w, 10 percent criterion shall not apply to that area which is located outside of equivalent 250 w 0.5 mv/m contour of proposed operation. While proposed rulemaking did not contemplate extending exemption to any proposals for new class IV stations, commission deems it desirable that all class IV proposals be considered by same criterion for interference received, whether they are for new stations or for changes in existing stations. Amendment will become effective January 23, 1961. Ann. Dec. 14.

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision looking toward affirming commission's Aug. 6, 1957 decision which granted application of Radio Associates Inc., for new tv station (WVMI-TV) to operate on ch. 13 in Biloxi, Miss., and which denied competing application of WLOX Bcstg. Co. This is remand case. Ann. Dec. 8.

OTHER ACTIONS

■ By opinion and order, commission granted renewal of licenses for about 15 months —to March 1, 1962—to United Bcstg. Co. of Virginia (WANT) Richmond, Va., United Bcstg. Co., (WFAN-FM), Washington, D. C., Montgomery County Bcstg. Co., (WINX) Rockville, Md., United Bcstg. Co. of Eastern Maryland Inc. (WSID) Baltimore, Md., and United Tv Co. of New Hampshire (WMUR-TV), Manchester, N. H. These stations are wholly owned by Richard Eaton, except WANT and WYOU, in which he has a 98% and 97% interest, respectively. This procedure will permit Commission to review operations as they exist one year hence, by which time licensee will have had sufficient time to demonstrate results of his proposed personal supervision and controls over his stations. These are first short-term renewals granted under Commission revised rules. Comr. Hyde, Craven and King dissented, with statements; favored regular three-year grants.

■ By letter, denied petitions by Inter-Cities Bcstg. Co., applicant for new am station to operate on 1220 kc, 1 kw, DA, D, in Livonia, Mich., to require Peoples Bcstg. Corp. (WGAR) Cleveland, Ohio, to take certain corrective actions or, in alternative, for modification or revocation of WGAR license, adjust its ant. array to original design or file application to make changes in station. Petitions result from differences between Inter-Cities and Peoples concerning mutual interference. It is anticipated that modified license will be issued WGAR shortly reflecting new operating parameters and monitoring point values based on measurement data contained in its 1960 proof of performance. Ann. Dec. 8.

■ Commission on Dec. 5 granted request of Westinghouse Bcstg. Co., and specified Jan. 16, 1961 for filing comments in reply to original comments filed in matter of inquiry into amendment of part 3 of rules and technical standards to permit standard broadcast stations to operate with full carrier and single sideband. Action Dec. 8.

■ By order, commission granted motion by Suburban Bcstg. Co., and postponed from Dec. 15 to date to be subsequently determined in proceeding on its application to increase power of WVIP Mount Kisco, N. Y., from 1 kw to 5 kw, continued daytime operation on 1310 kc. Chrm. Ford and Comr. Hyde dissented. Ann. Dec. 13.

■ By order, commission granted petition by Broadcast Bureau and accepted exceptions filed late in proceeding on application of WPGC Inc., for mod. of license of WPGC Morningside, Md. Ann. Dec. 14.

■ By memorandum opinion and order, commission (1) denied motion by Connecticut Committee Against Pay TV, et al., to correct record, or, in alternative, to strike portion of page 506 of transcript regarding questioning posed by Chrm. Ford to Charles H. Tower, vice-president for television of National Association of Broadcasters, in proceeding on application of Hartford Phonevision Co. for authority to conduct trial subscription tv operation over WHCT Hartford, Conn.; (2) dismissed as moot motion by Connecticut Committee to set aside order closing record. Comr. Hyde not participating. Ann. Dec. 14.

■ By separate order in above proceeding, commission (1) denied request by Connecticut Committee Against Pay TV, et al., respondents, for oral orgument (Comr. Hyde and King dissented, latter with statement); and (2) on own motion, afforded parties opportunity to file reply findings within 10 days from release of order (Comr. Bartley dissented). Ann. Dec. 14.

■ By memorandum opinion and order, commission denied petition by KEED Inc., for stay of grant of cp to Liberty Tv Inc., for new tv station to operate on ch. 9 in Eugene, Ore., pending commission action on KEED petition for reconsideration of July 27 decision which granted Liberty application and denied competing application of KEED. Chrm. Ford and Comr. King not participating. Ann. Dec. 14.

■ By order, commission stayed effective date of Oct. 28 initial decision which looked toward granting application of Tri-State Bcstg. Co. to increase power of WGTA Summerville, Ga., from 1 kw to 5 kw, continued operation on 950 kc, D; engineering condition. Pending further review by commission. Ann. Dec. 14.

■ By order, commission granted petition by M. M. Lawrence and Mrs. Ruel O. Thomas, d/b as Lake Cumberland Bcstg. Co. and affirmed its qualifications as applicant for new am station in Jamestown, Ky., which is in consolidated hearing in dockets 13222, et al. (original partners were Lawrence and Mr. Thomas, deceased.) Ann. Dec. 14.

■ Commission directed Atlanta OK Bcstg. Co., (WAOK) Atlanta, Ga., and WRMA Bcstg. Co., (WRMA) Montgomery, Ala., to show cause why they should not be ordered to cease and desist from violating sec. 317 of Communications Act by accepting monies or things of value for broadcasting phonograph records or other program material without appropriate announcement, and to appear at hearing to be held in Washington at time to be designated later. Written statements and affidavit acknowledge payments received by WAOK and response to commission's inquiry of Dec. 2, 1959 on behalf of WRMA was substantially similar. Stations are under common ownership. Chrm. Ford concurred except that he favored including revocation order instead of cease and desist order. Ann. Dec. 14.

Routine roundup

ACTION ON MOTIONS
By Chief Hearing Examiner
James D. Cunningham

■ Scheduled following proceedings for hearing on dates shown: *Feb. 15:* Revocation of license of Mandan Radio Association for KBOM Bismarck-Mandan, N. D.; *Feb. 16:*

Queen City Bcstg. Co. and Val Verde Bcstg. Co. for new am stations in Del Rio, Tex. Action Dec. 7.

■ Granted petitions by Broadcast Bureau and extended from Dec. 8 to Dec. 22 time to reply to petition by Radio Carmichael, Sacramento, Calif., and petition by Jack L. Powell and Alyce M. Powell, joint tenants (KVON) Napa, Calif., both for leave to amend their am applications which are consolidated for hearing in dockets 13649 et al. Action Dec. 8.

■ Granted petition by Crystal Bcstg. Co., Crystal, Minn., insofar as it seeks dismissal of its am application; application dismissed with prejudice; application in consolidated proceeding in dockets 13673 et al. Action Dec. 8.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Brandywine Bcstg. Corp., Media, Pa., and continued prehearing conference from Dec. 7 to Dec. 14 and further evidentiary hearing from Dec. 14 to date to be announced at conclusion of prehearing conference in proceeding on its am application, et al. Action Dec. 7.

By Hearing Examiner Thomas H. Donahue

■ Continued Dec. 21 hearing to date to be determined at prehearing conference to be held on Dec. 21 in proceeding on application of Maine Radio and Tv Co. (WCSH-TV) Portland, Maine Action Dec. 6.

■ Pursuant to provisions of chief hearing examiner's Dec. 2 order and at suggestion of petitioner, W. R. Frier (WBHF) Cartersville, Ga., that 60 days should be allowed to afford commission opportunity to act upon his petition for reconsideration and grant without hearing, scheduled hearing for Feb. 3, 1961 in proceeding on Frier's am application. Action Dec. 6.

By Hearing Examiner Millard F. French

■ Granted petition by Bay Area Telecasting Corp. for leave to amend its application for new tv station to operate on ch. 10 in Largo, Fla., to substitute estate of Louis Fried as stockholder in place of Louis Fried and to reflect legal qualifications of estate and all parties thereto; reopened record, accepted amendment and closed record in Largo, Fla., tv ch. 10 proceeding. Action Dec. 6.

■ On own motion, scheduled further prehearing conference for Jan. 12, 1961 in proceeding on am applications of Southeastern Bcstg. System Inc. (WMJM) Cordele and Washington Bcstg. Co., (WSNT) Sandersville, both Georgia. Action Dec. 7.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended time to Dec. 16 to respond to petition by First Presbyterian Church of Seattle (KTW) Seattle, Wash., to dismiss application of Washington State University for mod. of license of KWSC Pullman, Wash., which is in consolidated hearing with renewal of license applications of KWSC and KTW. Action Dec. 7.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., and extended from Dec. 7 to Dec. 12 time to file reply findings in proceeding on its am application, et al. Action Dec. 7.

■ Dismissed as moot petition by Northside Bcstg. Co., Jeffersonville, Ind. for continuance of hearing and granted petition for leave to make engineering changes to its am application. Action Dec. 7.

■ Upon request by G. Stuart Nixon, San Jose, Calif., continued second prehearing conference from Dec. 16 to Jan. 9, 1961, and scheduled Jan. 17, 1961 for commencement of hearing in proceeding on Nixon's fm application, et al. Action Dec. 9.

By Hearing Examiner David I. Kraushaar

■ Dismissed as moot comments on petition for leave to amend application filed by Town Radio Inc., Shippensburg, Pa., in proceeding on its am application and that of Frederick County Bcstrs., Winchester, Va. Action Dec. 7.

By Hearing Examiner Jay A. Kyle

■ Due to illness of counsel for trustee (WTVW) cancelled Dec. 7 hearing, and scheduled Dec. 9 for resumption of hearing in matter of order directing Douglas H. McDonald, trustee, permittee of WTVW (TV), ch. 7, Evansville, Ind., to show cause why authorization for WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Dec. 7.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Civic Bcstg. Corp. (WOLF) Syracuse, N. Y., for leave to make engineering amendment to its am application in dockets 13010 et al. Action Dec. 7.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Bay Video Inc., and extended to Dec. 8 time to file exhibit in proceeding on its application for new tv station to operate on ch. 13 in Panama City, Fla. Action Dec. 6.

■ Granted petition by Edwin R. Fischer, Newport News, and Tenth District Bcstg. Co., McLean, both Virginia, and extended time to Jan. 16, 1961 for filing proposed findings and to Feb. 9, 1961 for replies in proceeding on their am applications, et al. Action Dec. 8.

■ Received in evidence exhibit no. 1 of Bay Video Inc., and closed record in proceeding on its application for new tv station to operate on ch. 13 in Panama City, Fla. Action Dec. 8.

■ Upon request by Abilene Radio and Tv Co., continued further prehearing conference from Dec. 12 to Dec. 21 in San Angelo, Tex., tv ch. 3 proceeding. Action Dec. 9.

BROADCAST ACTIONS

by Broadcast Bureau

Correction: Broadcast Actions of December 1, 1960 listed among stations failing to respond to certain commission letters: KFUO-FM Clayton, Mo.; KKAS Silsbee, Tex.; WAND Canton, Ohio; WCBQ Whitehall, Mich.; WDIX Orangeburg, S. C.; WLAQ Rome, Ga.; WORX-FM Madison, Ind.; and WNCO-FM Ashland, Ohio. These stations were listed due to inadvertence and subject notice should be corrected accordingly.

Actions of December 9

Granted STA for following vhf tv repeater stations: Ernest R. May ch. 8, Meteetse, Wyo.; Lonerock Tv Co., ch. 10, Lonerock Community, Ore., (KEPR ch. 19, Pasco, Wash.); Minersville Tv Committee, chs. 10, 8 and 12, Minersville, Utah (KCPX, ch. 4, KUTV, ch. 2, KSL, ch. 5, all Salt Lake City).

KRNT-AM-TV, WHTN-TV Des Moines, Iowa and **Huntington, W. Va.**—Granted assignment of licenses of am, tv and remote stations to **Cowles Magazines and Bcstg. Inc.**

WDXY Sumter, S. C.—Granted license for am station.

■ Granted licenses for following fm stations: WYFM Charlotte, N. C.; WAGY-FM Forest City, N. C., and KBCO San Francisco, Calif.

KLEX Lexington, Mo.—Granted license to use old main trans. as aux. trans. (main trans. location); and license for new trans.

WILA Danville, Va.—Granted license covering installation of new trans. as aux. trans. using remote control operation of trans.

KFWB Los Angeles, Calif.—Granted mod. of license to change name to Crowell-Collier Bcstg. Corp.

KOHO Honolulu, Hawaii—Granted mod. of license to change name to Cosmopolitan Bcstg. Corp.

KITE Terrell Hills, Tex.—Granted mod. of license to change name to KITE Bcstg. Co.

KGAF-FM Gainesville, Tex.—Granted cp to change type ant.; increase ERP to 4.9 kw and decrease ant. height to 230 ft.

WRKB Kannapolis, N. C.—Granted mod. of cp to change type trans. and specify studio location.

■ Following stations granted extensions of completion dates as shown: KLAY-FM Tacoma, Wash. to Jan. 1, 1961; WCOC-TV Meridian, Miss. to June 30, 1961; KAFE(FM) San Francisco, Calif. to Mar. 15, 1961; KAPP(FM) Redondo Beach, Calif. to Mar. 31, 1961; KDOL Mojave, Calif. to Feb. 15, 1961; KVNU Logan, Utah to Jan. 30, 1961; KANT-FM Lancaster, Calif. to Feb. 1, 1961; WMAQ Chicago, Ill. to Jan. 31, 1961, without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of Network Study Staff; (2) related studies and inquiries now being considered or conducted; (3) pending anittrust proceedings involving NBC Inc., and Radio Corp. of America; and (4) pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act and related matters; *WSMC-FM Collegedale, Tenn. to Feb. 1, 1961.

Actions of December 8

■ Granted STA for following vhf tv repeater station: Kooskia Lions Club Inc., ch. 2, Kooskia, Idaho (KREM-TV, ch. 2, Spokane, Wash.).

KSBW-AM-FM-TV Salinas, KSBY-TV San Luis Obispo, both California—Granted acquisition of positive control by **John C. Cohan** through sales of stock by **William M. Oates** to **Salinas Valley Bcstg. Corp.**

Continued on page 106

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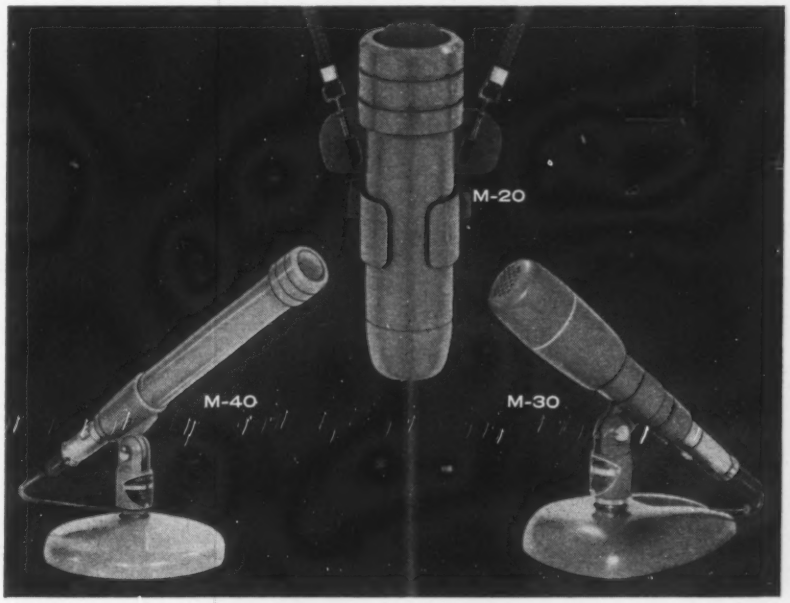

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General manager 5 kw AM midwest. #1 station. Good opportunity for family man. Community has fine schools, churches, college. Write full background. Replies confidential. Box 336D, BROADCASTING.

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Southern Group—see our ad under Help Wanted—Sales.

Advancement! Louisiana-Texas small market group offers opportunity to prove your worth as managership material. Heavy sales, some announcing, assistant to manager. Air mail resume, photo, tape, references. Ralph L. Hooks, Dixie Stations, Box 46, DeRidder, Louisiana.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume. Box 977C, BROADCASTING.

Midwest opportunity—expanding, adult station offers good future and current income as area salesman. Minimum 2 years experience in radio sales, civic minded, prefer family man. Send picture and resume. Box 262D, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

Sales manager for good small market station. $600 month guarantee plus good commission scale. Job has paid $9,000 up annually last three years. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Salesman KTRI, Sioux City, Iowa. Young ideas, hard worker, salary plus commission.

Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ. Box 663, Kalamazoo.

Good salesman $400 guarantee plus good commission scale. Small, good single station market. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Announcers

Trade your snow shovel for a palm tree! South Florida calls fast paced format radio d.j. At least two years experience. Ideal living, working conditions. Rush tape, resume Box 102D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

If you are an announcer with desire and ability to fit into an organization that promises opportunity and advancement . . . a good starting salary with regular raises . . . then we want you. No empty promises . . . this is a growing Pennsylvania chain. We need good people. Two years commercial experience required . . . plus car. Send tape and resume to: Box 202D, BROADCASTING.

Wanted: Mature announcer for midwest station; must have good voice, run tight board, know and enjoy adult music and interested in settling down in pleasant and progressive community. Must be available in January. Box 267D, BROADCASTING.

Wanted: A young man who walks, talks, and sleeps modern radio to add his spark and fire to solid but sleepy network station in midwest. Send tape, resume and salary expectation to Box 278D, BROADCASTING. Come grow with us as a production manager.

$100.00 per week if you can fit into a middle-of-the-road news and music station; if you can be a solid citizen in a small western community; if you want to grow with multiple station ownership; send tape and full particulars to Box 272D, BROADCASTING.

Announcer for progressive station in New Mexico. Adult programming, favorable living conditions, good schools, wonderful climate. If you are now in Arizona, New Mexico, Colorado or Utah we would like to hear from you. If you have engineering ability even more desirable but not necessary. Box 282D, BROADCASTING.

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

News director. Coordinate net, mobile units, wire, etc. Also hiring fast format, top tunes deejay. Progressive N. C. station. Send tape, references, starting salary. Box 303D, BROADCASTING.

Morning man. Pennsylvania small market station. Reply Box 304D, BROADCASTING.

Good job in sunny south Texas . . . news and sports experience an asset. Give experience and reference in first letter with tape. Box 325D, BROADCASTING.

Michigan vacationland station desires experienced, mature announcer who can handle chief announcers job. Should have at least four years experience. Good pay and ideal working conditions. Box 332D, BROADCASTING.

Florida's #2 market — #1 station — needs bright, mature morning man. Middle-road music, tight production, with meaningful ad lib. Pays top money. Seasoned big time men only. Full company benefits. Congenial working conditions. Rush tape, resume to Box 353D, BROADCASTING.

Wanted: For southeastern state capital city station; announcers, one with first phone. Good pay. Growing station. Write to Box 358D, BROADCASTING.

WAM-E, Miami, Florida, one of top stations in Miami going full-time shortly, needs two tight, production conscious, personalities. Must be able to meet and beat tough competition, no screamers, experienced, polished men only. WAM-E is a promotion minded modern station, if you can't keep up don't apply. Send tape, rating history, picture, salary requirements to Murry Woroner, Station Manager, WAM-E, 141 N.E. 3rd Avenue, Miami, Florida.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Radio Station WCEM. Excellent living and working conditions. Call Sam Cannon, Cambridge, Maryland. ACademy 8-4800.

Top northwest Ohio independent has opening for experienced announcer-dj, age 22-30, with mature voice. Adult programming, sound operation, and fine local reputation. Excellent location in progressive community. Good salary with fringe benefits. Send tape, photo, and resume to Mr. Clair L. Meekins, PD, WFIN, Findlay, Ohio.

Immediate opening for good morning dj. Modern production minded station. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Immediate opening for fast moving dj on-central Illinois top rated station. Send tape and complete resume, immediately to Howard Frederick, WIRL, Peoria.

$150.00 weekly! Top dj's wanted! Phone WRIP, Chattanooga!

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

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Top notch engineer-technician handle full maintenance 2 Michigan stations metropolitan markets 40 miles apart. One directional nights. Excellent living conditions for family man. Strong maintenance background essential. $550-$600 month including car allowance. Resume, photo, present earnings to Box 199D, BROADCASTING.

Established 1000 watter in solid north east has opening for first ticket. Opportunities for party with additional talent. No floaters. Benefits, security. Box 276D, BROADCASTING.

Wanted, chief engineer for maintenance NYS. Excellent pay. Box 330D, BROADCASTING.

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Needed immediately — Combination chief engineer-announcer for am-fm operation. Excellent pay—hours—and fringe benefits to the right man! Call or write Jay Hanshaw, WAYZ, Waynesboro, Penna. Phone 1900.

Still looking for young first-class phone who can announce or sell. Hunt, fish, ski, work at WBNC, Conway, N. H.

First class engineer who can announce or report local news, and do light maintenance. Top station tv affiliated. Low cost housing available. WSTU, Stuart, Florida.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Production—Programming, Others

Solid daytimer western New York opening for traffic copy guy or gal. Other talents helpful. Security benefits for reliable party. Box 275D, BROADCASTING.

News director tv and radio network affiliate. Multiple ownership. Completely equipped eight man team. Send resume and pic Box 334D, BROADCASTING.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

RADIO

Situations Wanted—Management

Presently managing competitive medium market. Top salesman, first phone, full knowledge all aspects radio. Expert operating at lowest overhead. Sell managers desk, lock office, don't use them. Box 859C, BROADCASTING.

Manager of highly successful 250 watt full-time independent contemplating change after first of the year. Family man, seventeen years radio experience, college graduate. Wants position with greater financial opportunity. Any offers? Box 223D, BROADCASTING.

Manager who took present station from red to black in 18 months, available January 15 due to station sale. Box 320D, BROADCASTING.

Vibrant, alert general manager with extensive experience in AM radio and top FM metropolitan operation available following corporate change. Ten years of management in ultra competitive markets. Can offer excellent references relating to program, sales and station management techniques plus superb community service record. BA in business. Family provides strongest personal incentive and stability. Box 344D, BROADCASTING.

Experienced manager-engineer, 7 years management and sales wishes to manage and invest in station in Carolinas, Georgia, Florida. Solid producer, 35 years old with family. Salary-bonus minimum $10,000 with good investment opportunity desired. Box 355D, BROADCASTING.

Radio manager. 7½ years sales manager. Also national tv sales manager experience. Highest recommendations. Prefer midwest or west. W. C. Porsow, Hemlock 7-6348. Green Bay, Wisconsin.

Sales

Need a young, aggressive salesman or sales manager. Proven sales record in a small market. Presently employed, in an Ohio market. Box 329D, BROADCASTING.

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer with creativity. Veteran, 25, college graduate, with N.Y. network. Production with imagination. Music and news stations write immediately. Box 119D, BROADCASTING.

Country disc jockey. Announcer. Third phone. Operates own board. Over 3½ years part-time experience with 5000 watt Mutual station, desires full time air work. Box 257D, BROADCASTING.

Announcer—N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of pop music, terrific. Audience pleaser. Box 259D, BROADCASTING.

Announcer—married—realize importance of dependable sell—authoritative news—"easy style" dj work looking for station with future. Box 298D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-newsman—looking to relocate on west coast. Experienced in am and fm programming, production, plus copy, script, and continuity writing. Presently employed in major mid-west market. References, tape on request. Box 312D, BROADCASTING.

Ambitious veteran desires opportunity and reasonable salary for willingness to learn and work hard. Strong news and commercials. Tight board, professional school. Tape, resume available. Box 315D, BROADCASTING.

Single, professional school background, tight production. Willing to work hard. Like all phases of radio. Tape, resume available. Will travel anywhere. Box 316D, BROADCASTING.

Announcer-dj. 8 years same station. Prefer all-night. Box 322D, BROADCASTING.

Hillbilly dj. Play guitar-sing. First phone; like maintenance. Box 326D, BROADCASTING.

Attention southwest. First phone combo, college, radio experience but consider tv announcing or transmitter position. Box 327D, BROADCASTING.

Sparkling, personality D.J.—tight production—fast, smooth board—first class ticket—family man in late twenties. Currently a jockey in one of nation's 15 largest markets. No maintenance. Available soon to a swingin' but stable organization anxious to employ these and other desirable qualities. Tapes unavailable. Rush full details, including salary and time slots to Box 328D, BROADCASTING.

Announcer, 1st phone, misses radio, anxious to return. No maintenance. $80, no car. Box 339D, BROADCASTING.

All sports play-by-play. Also news. Top references. College graduate presently employed. Five years experience. Looking to settle. Box 340D, BROADCASTING.

Top 40 dj, clever adlibs, unique personality. Seeking progressive, fast-moving station, market size secondary. Box 341D, BROADCASTING.

Experienced male NYC music librarian seeks position — NYC or vicinity. Box 342D, BROADCASTING.

Experienced staff announcer, all phases, with first class radiotelephone license, wants position in broadcasting. Box 343D, BROADCASTING.

Announcer—experienced, bright sound, tight production. No floater. Want to settle down. Box 349D, BROADCASTING.

Announcer-experienced. R&B, tight production, deep voice. Want to settle down. Prefer south. Box 350D, BROADCASTING.

Looking for good, dependable announcer? Top rated morning show in New England area. Seek position in New York, New Jersey or Connecticut. Box 352D, BROADCASTING.

Announcer, experienced, married want to settle down, not a floater or prima donna. Bright sound, tight production. Box 188D, BROADCASTING.

DJ, salesman, announcer married, experienced, want to settle down. Telephone IV 6-8749, Hempstead, N. Y. Box 189D, BROADCASTING.

Broadcasting school and college grad anxious to get started in radio as staff announcer, newsman, or both. Prefer lower southwest or deep south. Pay me what I'm worth. Available immediately. Box 354D, BROADCASTING.

First phone. News. Sales. Copywriter. Typist. College. Some experience. Anywhere. Box 359D, BROADCASTING.

Available January 15, 1961. Experienced announcer radio/tv. Newscasting. Narration. All phases. Non-screaming dj. My "formula" is melodic music, emphasizing varied sounds—from jazz to classic. Looking for opportunity in Dallas-Houston area, or other major or medium market with similar warm, friendly and dynamic qualities. 1st phone. Box 363D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, married, natural, easy, bass-baritone, 40, good appearance, references. Prefer good music, newscasting, adult sound. Have 14 years stage experience broadway and stock; not camera-shy. Worked d.j., news, commercial, sales, copy writing, Duluth area. Prefer Minnesota Wisconsin. George Cassidy, 332 No. 12th Avenue E, Duluth, Minn.

Announcer with first license. Single, some college. Prefer Montana, Wyoming or midwest states. Byron Keunzel, 6358 Yucca, Apt. 310, Hollywood, California.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Beginner—2nd class license. Speech training. Can type. Anxious for chance anywhere. No practical experience but eager to work hard. Tom Stanton, 5951 Washington, St. Louis 12, Missouri.

Technical

Experienced chief engineer. Directional and remote control. Seven years radio; one year control room and transmitter duty in tv. Prefer south. Box 338D, BROADCASTING.

Engineer, 1st ticket. Request job as boardman or transmitter watch. No combo or chief's job. Box 356D, BROADCASTING.

Chief engineer-announcer. Now employed. Box 362D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

1st class license, will accept radio or tv offer anywhere, phone Screven, Georgia, LY 6-2266.

First phone dj. Semi major market experience, prefer southwest or deep south. Dick Moore, Box 1537, Hobbs, New Mexico. EXpress 3-3909.

Production—Programming, Others

News director—Now heading crack news staff at leading station in heavily competitive top 100 market. Considering advancement and challenge. Well experienced . . . both formula and prestige. Box 270D, BROADCASTING.

Program director available—13 years experience (program director + personality deejay). 1 year top national advertising representative. Offer: ambition, experience, creativity, education (college graduate). Extensive background. Box 294D, BROADCASTING.

Sports director, 15 years experience play-by-play basketball, football, baseball, seeks position or part-ownership in sports minded station. Married, college grad, veteran. Can furnish references and details on request. Box 306D, BROADCASTING.

Experienced key members of 24-hour major metropolitan staff available immediately. Program director, air personnel, announcer-engineer, news director, salesman. Now available as a smooth-working, revenue-building unit. Box 310D, BROADCASTING.

Hey, California! My copy sells. My voice sells. 17 years including production-promotion. Box 331D, BROADCASTING.

Yes! Your station can be #1! Two man team: Production, programming, deejays; combine 25 years in all phases. Currently riding #1 station in top 20 markets. We will give your station #1 sound and rating, regardless what market calls for. Prefer to build up trailing station, medium metropolitan market. Our method is work! Not just spending. Available under reasonable contract after January 15. Box 333D, BROADCASTING.

Young farm broadcaster desires summer placement work with good station to complete four years agricultural schooling. Three years experience with regional station as farm director. Some sales experience. Willing to travel. Photos, tapes, references. Box 127, New Salem, Massachusetts.

Situations Wanted—(Cont'd)

Production—Programming, Others

Talented pro with nationally important station seeks responsible programming position. Box 361D, BROADCASTING.

Available, dynamic, authoritative, mature west coast radio-tv newscaster/commentator, highly recommended, now in east, desires relocating, specialist editorializing, programming, operations, management. Box 364D, BROADCASTING.

TELEVISION

Help Wanted—Management

Executive assistant. Act as radio & tv president's liaison. Must have experience corporate affairs. Outstanding opportunity for man who is not afraid of responsibility. Replies confidential. State full background. Box 337D, BROADCASTING.

Sales

Wanted, general sales manager for outstanding tv station in Wichita, Kansas. Excellent opportunity for right man with thorough knowledge of national and local sales plus strong selling ability. Inquiries held confidential. Box 924C, BROADCASTING.

Leading ABC affiliate in wealthy midwest market expanding sales force. Oportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Leading NBC tv affiliate in wealthy Iowa market has excellent oportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph. Box 335D, BROADCASTING.

Announcers

Experienced, mature announcer with good commercial style for NBC-TV affiliate in south Texas. We are interested in permanent addition to our present staff. Send picture, voice tape and references to Lynn Pentony, P.O. Box 840, Corpus Christi, Texas.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Wanted: Experienced man or woman for video switching — director position — new studio, new equipment. Contact Gene Higdem, Prod. Dr., KCND-TV, Pembina, North Dakota.

Wanted: Engineer with first class license to work in tv. Experience not necessary. Write, no telephone calls, to WINK-TV, P.O. Box 1072, Ft. Myers, Florida.

Wanted: First phone tv engineer. Studio uhf transmitter and microwave maintenance experience top, successful operation. Phone Herb Buck, Howard 4-1500, Fort Pierce, Florida.

Production—Programming, Others

Expanding medium midwest market demands expanded news operation. Good chance for advancement. Salary open. Prefer experience but will consider beginner with B.A. Send complete data, tape and salary requirements first letter Box 133D, BROADCASTING.

Large University station has opening for producer-director. Must have bachelor degree and producing experience. Salary $7,000.00. Write Lee Frischknecht, Program Manager, 600 Kalamazoo St., East Lansing, Michigan.

TELEVISION

Situations Wanted—Management

Sales management, southwest or Florida. Recognized record in advertising industry. Box 318D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Network experience. Ten years major tv station. Still employed. Interested? Box 321D, BROADCASTING.

Available, college grad, radio newsman. Desire tv. Single, 26, employed. Box 317D, BROADCASTING.

Famous, mature female magician now wishes announcing, interviewing or children's show. Broadcast personality training with CBS producers and N. Y. University. Box 324D, BROADCASTING.

TV announcer working in 200,000 market seeks opportunity in larger area. Strong on news and commercials with good record of sell. Eight years of experience. Wish to relocate after January 1. Box 351D, BROADCASTING.

Technical

Workhorse wants permanent tv or radio position with heavy maintenance emphasis. Good experience non-broadcast vhf, uhf. First phone. Box 2131, Kansas City, Kansas.

Production—Programming, Others

Newsman. Presently tv news director for tv-radio. Experienced newswriter, news photographer, and on-the-air. Winner various awards for excellence. 14 years news. Prefers California station. Excellent references. Hard worker. Education in law. Box 258D, BROADCASTING.

Add visual excitement and interest to tv programming. Photographer-newsman seeks midwest. Photographic awards. Eight years in radio. Three in radio news. Four years photography. Box 313D, BROADCASTING.

Camera and tape available for "personalized" assignments in Berlin. Your ideas or mine in features, background, news. Box 319D, BROADCASTING.

TV news reporter, nine years sponsored top rated show, major multiple station market. Available, reasons for leaving upon request. Box 365D, BROADCASTING.

FOR SALE

Equipment

For sale immediately, one 3 tower 5 kw phasing unit for 1390 kc's and one 3 tower 1 kw phasing unit for 1390 kc's. These two units can be converted to other frequency's. Both units manufactured by E. F. Johnson Company and like new in Westinghouse cabinets. Box 305D, BROADCASTING.

Magnecord 8 hour automatic players $350, brand new, originally $800, make excellent spare machine for multiplex operators, KCFM, St. Louis.

1-DB R.C.A. 1 KW transmitter tubes and 980 kc crystals, converted to 833-A tubes, no power transformer. First $250 takes it. C.O.D., F.O.B., WCUB, Manitowoc, Wisconsin.

1—RCA 69B distortion and noise analyzer. 1—RCA 311-A frequency monitor with crystal, 970 kc. 1—RCA 303A frequency limit monitor. 1—Clarke 108 phase monitor. 2—RCA TM41A monitrans (Channel 2 and 4). 1—Composite Video AGC amplifier. 1—Orth-Saver for TK11 camera. 1—Gray TP3 slide projector with spare parts. Phone or write J. H. Mitchell, Chief Engineer, WFLA, Tampa, Florida.

Gates (ST-101) spot tape. Make offer. No reasonable figure refused. Two Gates CB-10 turntables. Manager WONW, Defiance, Ohio.

Disc recorder, Fairchild console, 2-speed with 541 cutter. Good condition. $275. Box 832, Rochester, Minnesota.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

FOR SALE

Equipment—(Cont'd)

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—444′ galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Magnecorder M-33 studio use only. Half track. $100. Planned Broadcast Services, Box 4210, Washington 12, D. C.

One 800 foot guyed, 40 pound tower ready for immediate shipment. Also one 600 foot guyed, 30 pound tower ready for immediate shipment. TCA Radio Tower Company, Inc., 2615 Bankhead Highway, NW-Atlanta 18, Ga.

Ampex 600—Excellent condition. Low impedance. Half track $349.50; full $399.50. United Radio Supply, 22 N.W. 9th, Portland, Oregon.

WANTED TO BUY

Stations

Radio station in western Pennsylvania — eastern Ohio. Experienced group of broadcasters. All replies completely confidential. No brokers, please? Would also be interested in CP. Box 296D, BROADCASTING.

Equipment

Used transmitter, 5 kw max. high vhf band for standby use, also used 16 millimeter projector for Vidicon. full particulars first letter. Box 286D, BROADCASTING.

One audio consolette in good condition. State make, model, age, price. KGRT, Box 968, Las Cruces, N.M.

Used Magnecord in good operating condition. Radio Station WAZZ, Box 860, Pittsburgh 30, Pa.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

Wanted: 1 television filter plexer, uhf, preferably Channel 43, RCA. Will consider other channels. Norwood Patterson, 1111 Market Street, San Francisco, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

INSTRUCTIONS

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instructions at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Professional tape duplicating, on location recording, air checks, and disc cutting. The Best Company, Box 308, Villa Park, Illinois.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

HELP WANTED

Production—Programming, Others

CONTINUITY WRITER

Top creative writer wanted for top station. Excellent opportunity also for announcer-copy writer. Send details and samples or call Harvey Hudson, **WLEE,** Richmond, Virginia.

RADIO

Situations Wanted—Management

MANAGER AVAILABLE

15 years general sales manager with station on east coast. Annual sales over $1,000,000 in 12 station market rated in 3rd or 4th place. My personal annual sales over $200,000—Sold and service 55 active accounts. Supervised staff of seven men. Replies.

Box 348D, BROADCASTING

Production-Programming, Others

NEWSMAN

Seeks News Directorship with quality, public service-conscious Great Lakes area station from which he could originate his present award-winning nightly show and to which he could bring more than 20 years' experience including: Network commentaries, straight news, special events, and sports 50,000-watt News Directorship. Late night public forum interview show. Chief Editorial Writer with major metropolitan daily. 4 years as administrator of own independent news production organization.

Box 366D, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

FORMULA TEAM

3 SWINGIN' PROS

Program Manager—DJ
Production Director—DJ
News Director—DJ

All with proven records with Storz, and other top 40 chains in major markets. Thorough knowledge and ability to give your station the zing to top place in your market in shortest time.

If you want the success that this proven format has brought to other markets, contact these 3 refugees of a policy change, currently in NATION'S 5th MARKET.

Prefer to stay together BUT will separate. Best offer.

Contact at once:
Box X
1511 First St.
Detroit, Michigan
Call PR 1-1495 or PR 2-5176

TELEVISION

Help Wanted—Management

GERENTE GENERAL

Expanding television station in major South American market seeks dynamic, experienced, mature General Manager.

Fluency in Spanish essential. If you can qualify for this exciting career opportunity, write full resume and salary requirements.

Box 360D, BROADCASTING

Sales

WE'LL INVEST IN A TV SALES EXECUTIVE

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned," but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box 301D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110 000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE
BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

are you JOB HUNTING? let ARTE help!
ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc. Single issue $2.50; 1-year subscription $6.
American RADIO & TELEVISION Exchange
Post Office Box 1500 Orlando, Florida

STATIONS — FOR SALE

FOR SALE
RADIO STATION
Construction Permit, AM Daytimer.
Box 311D, BROADCASTING

1-KW CLEAR CHANNEL
New, covering most of state. Also, 1-kw/250 fulltime, 70,000 population market. Both profitable. Sacrificed priced with reasonable down payment and payout for one or both. Responsible replies only.
Box 346D, BROADCASTING

PACIFIC COAST DAYTIMER
Includes studio, real estate small market. Best cash offer over billing plus assets. Reply:
Box 357D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

GUNZENDORFER
CALIFORNIA. 250 watts fulltimer. Price *$49,500*. Low down, easy payout.
IDAHO. A 250 watts earner asking *$95,000*. 10 year payout.
ARIZONA. *$8000* down. A fulltime 250 watts priced at *$45,000*. Great potentials.
CALIFORNIA. 1000 watts in southern part. Owners must sell. Priced at *$100,000*.
WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N. W.	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Texas Single Fulltimer $53,000— Texas Single regional day $47,500—Texas single regional day $52,650—Texas single regional $160,000—Texas single regional day $60,000—Texas Medium regional $210,000—West Coast fulltime regional $36,000—Southern major fulltime regional $350,000—Midwest Major $1,600,000—Rocky Mt. single $40,000—Southwest single fulltime, 80% for $65,000—Southern single $45,000—Others—Wired music Operation $45,000. PATT McDONALD CO., Box 9266, Austin, Texas. GL. 3-8080, or Paul Yates, Jr., Box 1396, Sanford, Fla. FA. 2-5488, or Mrs. Gerry Switzer, 1620 W. 3rd, Taylor, Texas. EL. 2-2163, or Dick Watts, 1300 Taylor, Amarillo, Texas DR. 4-2236, or Jack Koste, 60 E. 42nd, N. Y. 17, N. Y., MU. 2-4823.

MERRY CHRISTMAS
JACK L. STOLL & ASSOCS.

Miscellaneous

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00. Check with order. Delivery within 3 days. Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

Dollar for Dollar
you can't beat a classified ad for getting top-flight personnel
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 101

KQV Pittsburgh, Pa.—Granted cp to install new trans. (main trans. location) as alternate main trans.

KAYL-FM Storm Lake, Iowa—Granted cp to increase ERP to 17.5 kw; change type trans. and type ant.; ant. 370 ft.; remote control permitted.

WKIX-FM Raleigh, N. C.—Granted cp to decrease ERP to 20.46 kw and increase ant. height to 423 ft.

WFLM(FM) Fort Lauderdale, Fla.—Granted cp to change trans.; increase ERP to 18 kw; decrease ant. height to 140 ft.

WRAC Racine, Wis.—Granted mod. of cp to change type trans. and operate trans. by remote control.

WAJC(FM) Indianapolis, Ind.—Granted mod. of cp to change ant.-trans. and studio location.

WOWW Naugatuck, Conn.—Granted mod. of cp to change type trans.

KVIQ-TV Eureka, Calif.—Granted mod. of cp to change type trans. and make changes in equipment.

WJW-FM Cleveland, Ohio—Granted mod. of cp to increase ERP to 19 kw; ant. height to 520 ft.; and change type trans.; condition.

■ Granted following extensions of completion dates as shown: KBLA Burbank, Calif. to June 21, 1961; WLKW Providence, R. I. to Jan. 15, 1961; WOWW Naugatuck, Conn. to Mar. 21, 1961; WCNO(FM) Canton, Ohio to Jan. 20, 1961; KZUN-FM Opportunity, Wash. to Feb. 28, 1961; *WUCB-FM Chicago, Ill. to Mar. 1, 1961; WLOM(FM) Chattanooga, Tenn. to Jan. 9, 1961; WGHC Clayton, Ga. to May 1, 1961.

WDCR Hanover, N. H.—Granted authority to remain silent beginning Dec. 8 and ending Jan. 3, 1961.

Actions of December 7

KYNO Fresno, Calif.—Granted assignment of licenses to **Amelia Schuler**, et al d/b under same name.

WRVA-TV Richmond, Va.—Granted cp to modify DuMont 12000 trans. (main trans. & ant.).

WIBV Belleville, Ill.—Granted cp to change ant.-trans. and studio location, make changes in ant. system and ground system.

WOAY-FM Oak Hill, W. Va.—Granted cp to change ant., decrease ERP to 13 kw; ant. height 670 ft.

WMBD-FM Peoria, Ill.—Granted cp to install new trans.; change trans. location; change ant., ant. system; increase ERP to 27 kw; ant. height to 570 ft., and delete remote control operation.

WMSA Massena, N. Y.—Granted mod. of cp to change type trans.

KMSL Ukiah, Calif.—Granted mod. of cp to change type trans.

WKAT-FM Miami, Fla.—Granted mod. of SCA to add subchannel 41 kc.

WKRZ Oil City, Pa.—Granted authority to remain on air Tuesdays, Thursdays and Sundays for period beginning Dec. 17 and ending Jan. 4, 1961.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning Dec. 17 and ending Jan. 4, 1961.

■ Granted following stations extensions of completion dates as shown: WBBF-FM Rochester, N. Y. to Feb. 1, 1961; KNBC San Francisco, Calif. to Jan. 31, 1961; without prejudice to such action as commission may deem warranted as result of its final determinations wtih respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters; WOWY Clewiston, Fla., to Jan. 1, 1961.

Actions of December 6

WTIV Titusville, Pa.—Granted acquisition of negative control by (1) **Robert H. Sauber** and (2) **Myron** and **Kathryn Jones** (family group) through purchase of stock from **Robert Z. Morrison** and **Victor D. Lindeman Jr.**

WCDL Carbondale, Pa.—Granted acquisition of negative control each by **William H. Ware** and **Robert G. Adams Jr.** through purchase of stock by **Carbondale Bcstg. Co.** from **W. Stanley Buehler.**

WCHA-AM-FM Chambersburg, Pa. — Granted acquisition of positive control by **John S. Booth** through purchase of stock from **Charles M. Cassel.**

WJOE Ward Ridge, Fla.—Granted assignment of license to **Robert D. Sidwell** tr/as **Little Joe Enterprises.**

KARE Atchison, Kans.—Granted assignment of license to **KARE Inc.**

WDOW Dowagiac, Mich.—Granted assignment of license to **Dowagiac Bcstg. Co.** (BAL-4063).

WGRP Greenville, Pa.—Granted assignment of license to company of same name.

KUKO Post, Tex.—Granted assignment of license to **Radio Station KUKO Inc.**

WRMN-AM-FM Elgin, Ill.—Granted assignment of licenses to **J. Richard Sutter, Joseph E.** and **William D. McNaughton**, general partners and **John T. McNaughton**, limited partner d/b under same name.

WHPL Winchester, Va.—Granted assignment of cp to **Shenval Bcstg. Corp.**

WELM Elmira, N. Y.—Granted cp to install old main trans. (main trans. location) as aux. trans.

WPFB-FM Middletown, Ohio—Granted cp to change type trans. and increase ERP to 60 kw.

KMER Fresno, Calif.—Granted mod. of cp to increase ERP to 3.2 kw; change type trans. and ant.; ant. 190 ft.

KSFR(FM) San Francisco, Calif.—Granted mod. of cp to change ant. and decrease ERP to 35 kw; remote control permitted.

KFMA(FM) Little Rock, Ark.—Granted mod. of cp to change frequency from 100.7 mc to 103.7 mc, and install new trans.; remote control permitted; condition.

■ Granted following stations extensions of completion dates as shown: WRAK-FM Williamsport, Pa. to Mar. 2, 1961, and KVEN-FM Ventura, Calif. to May 28, 1961.

Actions of December 5

■ Granted STA for following vhf tv repeater stations: Peetz Lion's T. V. Booster, ch. 8, Peetz, Colo. and Lorenzo, Neb. (KOA, ch. 4, Denver, Colo.); Antimony Town Tv Co., chs. 5, 4, 2, Antimony, Utah (KSL, ch. 5, Salt Lake City, KCPX, ch. 4, Salt Lake City, KUTV, ch. 2, Salt Lake City, all Utah).

KZAM(FM) Seattle, Wash.—Granted assignment of cp to **Foremost Bcstg. Inc.**

WQMR, WGAY Silver Spring, Md.—Granted transfer of control from **Connie B. Gay**, et al (all stockholders) to **Connie B. Gay Bcstg. Corp.**

WFTC Kinston, N. C.—Granted transfer of control from **Connie B. Gay** to **Connie B. Gay Bcstg. Corp.**

WTCR Ashland, Ky.—Granted transfer of control from **Connie B. Gay**, et al (all stockholders) to **Connie B. Gay Bcstg. Corp.**

KAAB Hot Springs, Ark.—Granted mod. of license to operate main trans. by remote control (by employees of station only), while using non-DA (daytime); deletion remote control operation at 111 Manon Drive.

KSIX Corpus Christi, Tex.—Granted cp to install new trans. and make changes in ground system.

KAAB Hot Springs, Ark.—Granted mod. of cp to change type trans.

WKKD-FM Aurora, Ill.—Granted mod. of cp to change ant. and trans.; ERP 710 w; and extension of completion date to February 1, 1961.

Action of December 2

WJJD-FM Chicago, Ill.—Remote control permitted.

Action of October 18

WPTZ(TV) North Pole, N. Y.—Granted extension of completion date to April 1, 1961.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Jan. 17, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Jan. 16 in order to be considered.

Applications from the top of processing line:

BP-13403—NEW Port Jefferson, N. Y. Port Jefferson Broadcasting Co. Req: 1490kc, 100w, unl.

BP-13621—KAFP Petaluma, Calif. Lloyd Burlingham Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13622—NEW Corbin, Ky. Tri-County Bcstg. Co. Req: 1330kc, 5 kw, D.

BP-13624—NEW Ukiah, Calif. Ukiah Radio Req: 1300kc, 5kw, D.

BP-13627—NEW Port Arthur, Tex. KWEN Bcstg. Co. Req: 1510kc, 1kw, D.

BMP-8789 — KVIL Highland Park, Tex. University Advertising Co. Has: 1150kc, 500w, D. Req: 1150kc, 1kw, D.

BP-13628 — NEW Americus, Ga. Sumter Broadcasting Co. Req: 1390kc, 5kw, D.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 14

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,496	41	118	830
FM	749	57	214	87
TV	480	16[2]	114	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 14

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31, 1961

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3 632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

BP-13632 — WTMP Temple Terrace, Fla. Rounsaville of Tampa Inc. Has: 1150kc, 5kw, DA, D (Tampa, Fla.) Req: 1150kc, 1kw, 5kw-LS, DA-2, unl. (Temple Terrace, Fla.).

BP-13633—NEW Norwood, Ohio. Massillon Bcstg. Co. Req: 1320kc, 500w, D.

BP-13634 — KIUL Garden City, Kansas KIUL Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13635—NEW Anadarko, Okla. James R. Williams Req. 540kc, 250w, D.

BMP-8790 — WTRN Tyrone, Pa. Tyrone Broadcasting Co. Has: 1290kc, 1kw, D. CP: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13636—WMGW Meadville, Pa. Regional Broadcasters Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13638 — KETX Livingston, Tex. Polk County Broadcasting Co. Has: 1440kc, 1kw, D. Req: 1440kc, 5kw, D.

BP-13639—NEW Trenton, Tenn. Trenton Bcstg. Co. Req: 1530kc, 1kw (250w critical hours), D.

BP-13640—KRAL Rawlins, Wyo. Rawlins Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13641 — WJIM Lansing, Mich. Gross Telecasting Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13645—WIST Charlotte, N. C. WIST Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, DA-D, unl.

BP-13646—NEW Wood River, Ill. Madison County Bcstg. Co. Req: 590kc, 500w, DA, D.

BP-13647—KFBC Cheyenne, Wyo. Frontier Bcstg. Co. Has 1240kc, 250w, unl. Req. 1240 kc, 250w, 1kw-LS, unl.

BP-13649—NEW Jacksonville, Fla. B. F. J. Timm Req: 970kc, 1kw, DA, D.

BP-13650—KGFW Kearney, Neb. Central Nebraska Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13655—WAVC Boaz, Ala. Cicero Bcstg. Co. Has: 1300kc, 500w, D. Req: 1300kc, 1kw, D.

BP-13656—WTIV Titusville, Pa. Crawford County Bcstg. Co. Has: 1290kc, 500w, D. Req: 1230kc, 250w, 500w-LS, unl.

BP-13657—WAGY Forest City, N. C. Tri-City Bcstg. Co. Has: 1320kc, 500w, D. Req: 1320kc, 1kw, D.

BP-13660 — KOPR Butte, Mont. Cooper Bcstg. Co. Has: 550kc, 1kw, DA-N, unl. Req: 550kc, 1kw, 5kw-LS, DA-N, unl.

BP-13661 — WCUE Cuyahoga Falls, Ohio WCUE Radio Inc. Has: 1150kc, 1kw, DA-D (Akron, Ohio) Req: 1150kc, 500w, 1kw-LS, DA-2, unl. (Cuyahoga Falls, Ohio).

BP-13663—NEW Ybor City, Fla. Ybor City Bcstg. Co. Req: 1510kc, 250w, D.

BP-13664 — WPAX Thomasville, Ga. H. Wimpy Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13665—NEW New Port Richey, Fla. Jasmin Properties Inc. Req: 1400kc, 250w, D.

BP-13666—KXLE Ellenburg, Wash. Western Broadcasters Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13667—WVOW Logan, W. Va. Logan Bcstg. Corp. Has: 1290kc, 1kw, 5kw-LS, DA-2, unl. Req: 1290kc, 1kw, 5kw-LS, DA-N, unl.

BP-13668—WGIL Galesburg, Ill. Galesburg Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400-kc, 250w, 1kw-LS, unl.

BP-13669—NEW Tupelo, Miss. Marshall C. and Sarah C. Parker Req: 1440kc, 1kw, D.

BP-13670 — NEW Rantoul, Ill. Regional Radio Service Req: 1460kc, 500w, D.

BP-13673—NEW New Milford, Conn. Colonial Bcstg. Co. Req: 940kc, 1kw, D.

BMP-8808—WMOZ Mobile, Ala. WMOZ Inc. Has: 960kc, 1kw, D. Req: 960kc, 5kw, D.

BP-13674 — NEW Fresno, Calif. Higson-Frank Radio Enterprises Req: 1510kc, 500w, D.

BP-13676—WLAY Muscle Shoals, Ala. Slatton-Quick Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13678—NEW Laurinburg, N. C. George W. Phillips Req: 1300kc, 500w, D.

BP-13679—NEW Aitkin, Minn. Lake Region Bcstg. Service Req: 930kc, 1kw, D.

BP-13680—NEW Flagstaff, Ariz. Flagstaff Bcstg., joint venture Req: 930kc, 1kw, D.

BMP-8809—WMNT Manati, P. R. Arecibo Bcstg. Corp. Has: 1500kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13681—NEW Holly Springs, Miss. Holly Springs Bcstg. Co. Req: 1500kc, 1kw, D.

BP-13683—NEW Chadbourn, N. C. Ebony Enterprises Inc. Req: 1590kc, 1kw, D.

Application on which 309(b) letters have been issued:

BP-13625—NEW Madison, Wis. Don L. Huber. Req: 920kc, 1kw, D.

BP-13626—NEW Ft. Atkinson, Wis. Jefferson County Bcstg. Co. Req: 940kc, 1 kw, D.

BP-13644—NEW Ft. Atkinson, Wis. Don L. Huber. Req: 940kc, 500w, D.

BP-13651—NEW Holly, Mich. Barnsland Inc. Req: 1530kc, 1kw, DA, D.

BP-13652—WOKY Milwaukee, Wis. Bartell Bcstrs. Inc. Has: 920kc, 1kw, DA-1, unl. Req: 920kc, 1kw, 5kw-LS, DA-2, unl.

Application Deleted from Public Notice of August 2, 1960 (FCC 60-936) (25 F.R. 7410)

BP-13310—NEW Columbus, Neb. City and Farm Bcstg. Inc. Req: 1590kc, 500w, D. (Assigned new file number BP-14419)

What is the answer to a mother's prayer?

WHAT mother never looks at her little boy and sees a man . . . never listens to her baby daughter and hears a woman's voice? What mother has never watched her children playing and silently prayed that she will be equal to the needs and problems of their youth and growing up?

She constantly strives to make her prayer come true. She sacrifices for it. She dedicates herself to it. She tries to guide without pushing . . . educate without forcing . . . shelter her children without hiding them from reality . . . love them without smothering. She does her best to set an example from which each child can learn to lead and enjoy a fruitful and happy life.

If she can do all this . . . then a mother's prayer is answered.

A Christmas Message from The Sperry and Hutchinson Company
Distributors of S&H Green Stamps since 1896

OUR RESPECTS to William Ewart Matthews, vp, Young & Rubicam

He got away from the Texas mule, but never the nickname

William E. Matthews, vice president and director of media relations and planning at Young & Rubicam, may be easily pictured by those who know of him by name only.

The trick is just to recall to mind one's favorite professor of college years.

But only the uninitiated in the agency business ever refer to Mr. Matthews by any other name than just plain "Pete" Matthews. None of his friends, business associates or even family recognizes any other. He was dubbed Pete in college and the name stuck. He bemoans its origination as "the sort of thing only friends would do" ("the worst experience I ever had was with an old mule named Pete"), but even his mother calls him by that name and a nephew already has been named Pete in his honor.

But for this former English professor-turned-advertising-man, this everyday nickname seems something out of character.

Moreover, on Madison Avenue Mr. Matthews' appearance is the antithesis of that usually associated with admen. Even his suits are conservative and they're worn jacket open with Phi Beta Kappa key on chain draped across vest.

Mr. Matthews is one of the most erudite and professorial executives in advertising. He's the son of a Texas Baptist clergyman, a descendant of a long line of Matthews who traveled in 1835 (10 years before Texas annexed the Union, as he'll tell you) to the great Lone Star State.

Memphis to Natchitoches ▪ The early Matthews were of Virginia stock who migrated to western Tennessee near Memphis (in cotton-growing Haywood County). As the story goes, they then collected livestock, equipment and other belongings, put them on flat boats and floated them down the Mississippi to the mouth of the Red River; thence to Alexandria, La.; then by wagon through Natchitoches Parish and into Texas where the clan cultivated cotton. Pete Matthews was born in Waco.

This is about as far from Young & Rubicam and Madison Avenue as one can get. But William E. of the Matthews' offspring had a sense of history, a command of the English language and a scholarship that landed him eventually in the far north at Cambridge, Mass. From there, it was only a Texas-style leap to Madison Avenue.

As Madison Avenue's media "professor," Mr. Matthews delivers his formal "lectures" on the luncheon circuit whenever industry people manage to snare him.

Facets & facts ▪ Whether in private or public, however, Mr. Matthews can dissect painstakingly each facet of such intricate broadcast subjects as triple-spotting, program clipping, magazine concept, network clearance or minute breaks in the manner he once employed in analyzing the third act of "Macbeth" or in evaluating American literature of the 19th Century.

Mr. Matthews has been with the same agency for the entire 16 years of his advertising career.

He was graduated from Baylor U. with a bachelor of arts degree (majored in English), moved on along the academic route with a U. of Missouri fellowship and a master of arts in English degree and a job teaching writing. In 1923 he was at Yale U. as an assistant instructor. He taught for three years at the U. of Delaware starting in 1925 and then was at Wesleyan U. until 1935. For the next seven years he was in Cambridge, editing business publications for the Harvard Press. The next two years he spent in New York connected with the war effort, and in 1944 joined Young & Rubicam as a media buyer.

How (or why) the switch from educational work to an association with advertising? Aside from being asked to join the agency by Raymond Rubicam, then chairman of the board (now retired), and Tony Geoghegan, director of media (now chairman of plans board and executive vice president), Mr. Matthews places the change in logical perspective: The English language is a means of communication, and advertising is a key communicating medium.

Mr. Matthews finds Y & R's media strength lies in a balanced billing and its experimental use of media (in radio, for example, the agency pioneered the 2½ and 3-minute announcement and the "paired" or "framed" commercial—more than one spot within a given program period with no other commercial intervening).

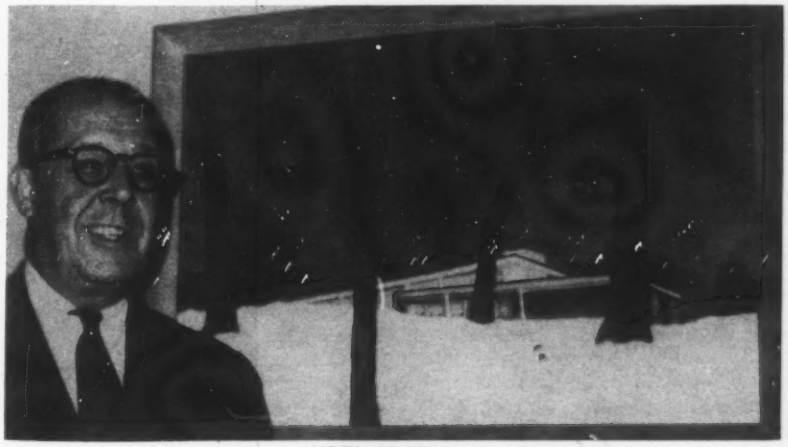
Minute man ▪ Mr. Matthews is in the forefront as an exponent of a movement to increase the prime-time period between network tv programs from 30 seconds (10-second ID and a 20-second spot) to a full minute.

His tv philosophy is extensive. As a sampling, he urges respect for the medium—"using it in advertising at its natural best." A danger, he warns, is to use television more as a "mass plug or reminder" than for its natural effectiveness in explaining and demonstrating products.

As a way to enhance tv's effectiveness, Mr. Matthews suggests agencies work "with the medium rather than exploit it by engaging in excessive spotting, bartering and under-the-table rate deals."

Mr. Matthews in eight years moved up in successive media posts until in 1952 he became assistant to the director of media relations. In January 1959, he was selected to his present post. He was editor of Y & R's "Evaluation and Use of Advertising Media," co-translator of "Space, Time and Architecture" by Siegfried Giedion (architecture runs second to his interest in advertising) and author of numerous other works relating to advertising.

His architectural and design and painting (oils and sketches) avocations are represented on the wall of his office by a painting he did of the contemporary home he designed and owns in New Canaan, Conn. (see cut). He married the former Louise Mathews in 1928 when he was at Wesleyan. They have a daughter, Mrs. Joan McWherter, and a grandson, Stephen.



Y&R's Matthews
A mixture of art, architecture and advertising

Chairmanships

NOW that President-elect Kennedy has just about completed the appointment of his cabinet it should not be too long before he grapples with the task of converting the political complexions of the independent agencies from Republican to Democratic coloration. The agencies with which we are concerned are the Federal Communications Commission and the Federal Trade Commission.

There is reason to believe that the incoming President will approach the FCC somewhat sympathetically, because of his appreciation of the importance of communications. Greater concern, however, is evinced over the FTC, dealing as it does with advertising and marketing. This concern is evident because among Mr. Kennedy's strategists are economists who deprecate the value of advertising and would impose restrictions on it.

The fortunes of political war augur changes in the chairmanships of these two agencies. The spoils belong to the victors. The fact that FCC Chairman Fred Ford and FTC Chairman Earl Kintner have good records, without regard to party fealty, unfortunately does not alter the prospects.

At the FCC, Chairman Ford is reconciled to a change. He was an FCC member before he became chairman and he will revert to FCC membership even better equipped to vote his conscience and without the onerous time-consuming burdens of the chairmanship. Obviously he does not relish the loss of prestige associated with the relinquishment of the chairmanship, but there is nothing he can or will do about it.

At the FTC the situation is different. Chairman Kintner's term expired last September. The new President is free to nominate his successor or to renominate him. Mr. Kintner has been an aggressive chairman and a man with a plan which even his business adversaries have accepted. He understands advertising and he believes passionately in the free enterprise system. But he is a Republican.

Word has it that Mr. Kintner informally has been asked to stay on as an FTC member—something he is loath to do. But he would accept reappointment as chairman to allow him to implement his program with the same freedom given him by the incumbent administration. Realistically, this isn't likely to happen. If it did, it would be applauded by the businessmen responsible for our economy, Democrats and Republicans alike.

The chairman is the moving force of the independent agency. He sets the tone of its work and he takes the blame or the tribute.

These agencies, while bi-partisan, are not political. They are quasi-judicial and are ostensibly beyond the reach of political influence. Votes rarely are along party lines and when they are it's usually happenstance.

While the FCC had been under fire, we do not recall any recent instance of hanky-panky involving the FTC. Mr. Kintner needs a year or so to complete his program which has done much to stimulate honesty in advertising, initially through suasion and rule of reason. He hasn't hesitated to crack down when necessary.

Mr. Kintner ought to have the opportunity to finish his crusade before returning to law practice a year or so hence.

Journalistic maturity

THERE can no longer be any doubt that television has become a major journalistic force. Events of the past few weeks, capping an unparalleled performance during the election campaign, leave no room for questions.

The accuracy of that statement can be tested in several ways. One is performance. In its handling of the election campaign alone television justified its claim as a first-line information medium. But forget politics. Entirely aside from that, the three tv networks in 1960 not only have presented more vital informational programming than ever before but also have organized program schedules that promise to double the volume in the year ahead. These statistics relate solely to information programming in prime evening hours; they do not count the many other hours in fringe periods, on Sundays and even in daytime periods, aimed at selective audiences.

Another test is in the executive direction being given to this kind of programming. All three networks have benefitted from top-flight leadership, and yet in one way or another all three have taken steps which they obviously expect to lead to further improvement.

NBC's news team has enjoyed increasing attention from Bob Kintner, an experienced newsman who has become sort of unofficial managing editor as well as official president of NBC. ABC, although the announcement hasn't made it official yet, is bringing in Jim Hagerty to operate a news and public affairs department that promises far more activity than was possible while ABC was busy hauling itself into competition in the entertainment area. CBS, as reported elsewhere in this issue, is making a major rearrangement which retains the present news structure but puts it under a committee of corporate and divisional heads, with Dick Salant as fulltime chairman, for policy, operational and scheduling decisions.

Another test of progress in information programming—a critical test, considering the costs involved—is advertiser acceptance. This support has been slow in coming, but it is gradually building up. The Gulf Oil deal with NBC, in which Gulf put up more than $1 million for programs to be prepared and scheduled as news developments warrant, is the most dramatic recent example and in itself is a tribute to television's journalistic maturity. And the list continues to grow. There is sound reason to expect that Gulf and the Prudentials, Purexes, Timexes, Texacos, Longines, Norelcos, Schicks, Firestones, Philip Morrises, Bell & Howells, Mead Johnsons and others that have been or are now engaged in information program sponsorship will be joined by more and more as the sense of advertiser responsibility in this area expands.

No medium becomes a force overnight. Television itself, for all the speed with which it established itself, did not start out full-grown. Its journalistic contributions in the future undoubtedly will surpass those of the past, but it is off to a resounding start.

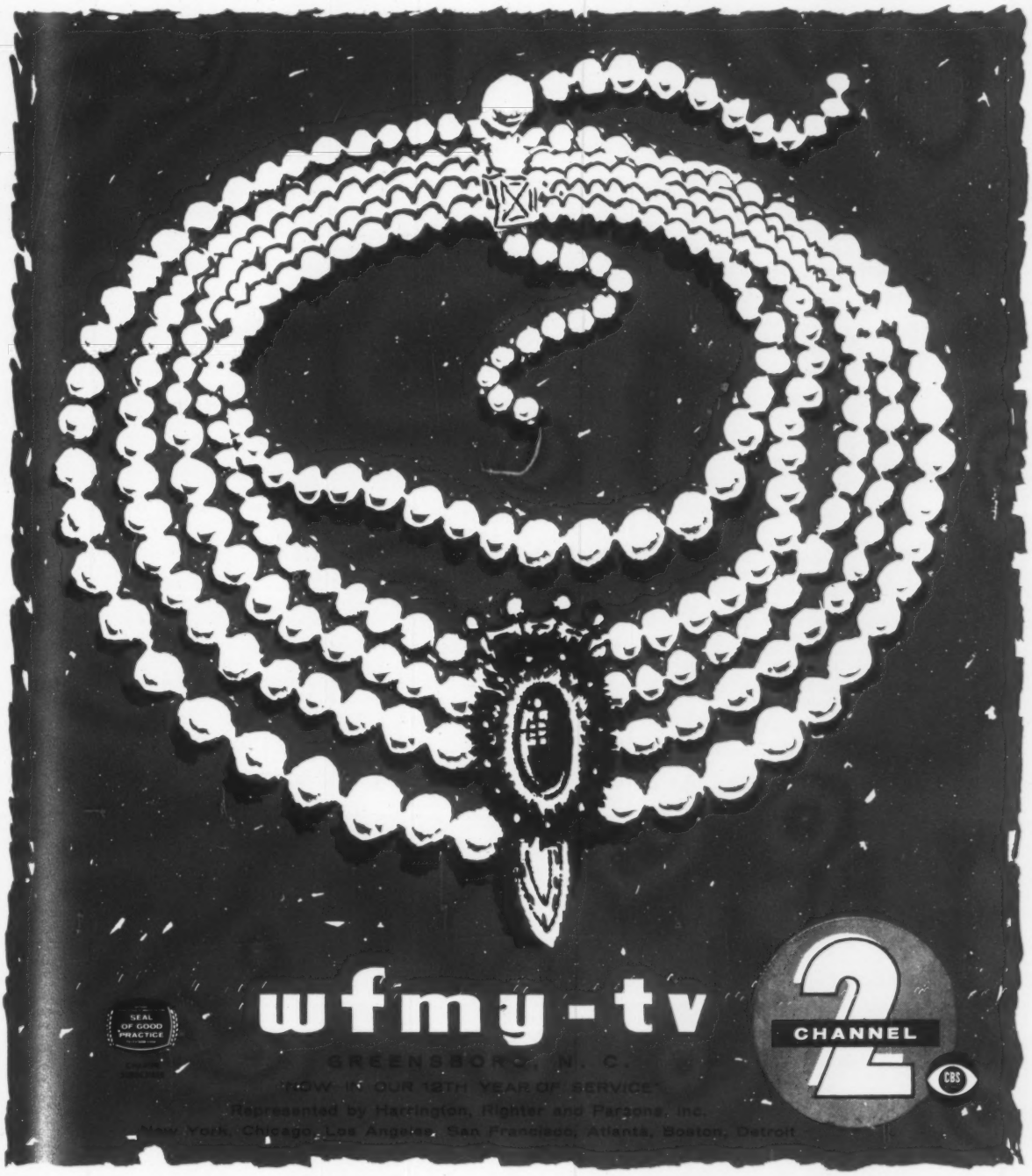
Drawn for BROADCASTING by Sid Hix

"When I said come on loaded, I meant with a pack on your back!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This fabulous pearl and gem necklace is the product of someone's unusual ability . . . creativity. Here in the Industrial Piedmont, greater sales are the product of the creativity of WFMY-TV. WFMY-TV is the one station in the area with proven ability to create greater sales and profits for you. To sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book


SEAL OF GOOD PRACTICE
wfmy-tv
GREENSBORO, N. C.
NOW IN OUR 12TH YEAR OF SERVICE
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit
CHANNEL 2
CBS